

WELLS  
FARGO

Diversified financial services company with \$540 billion in assets, providing banking, insurance, investments, mortgage and consumer finance through more than 6,000 stores and the internet across North America and internationally.

[www.wellsfargo.com](http://www.wellsfargo.com)

## THE CHALLENGE

When financial services powerhouse, Wells Fargo & Company, wanted to enhance its team member (employee) benefits package in 2004, the company set out to fulfill three basic requirements:

- 1) All new benefits had to offer real value to team members.
- 2) All had to offer a good value to the company, as they would have to be delivered to more than 150,000 team members across 80+ businesses.
- 3) And all had to present modest administrative requirements.

## THE SOLUTION

Wells Fargo turned to its work/life partner, LifeCare, to explore possible solutions—one of which was the **LifeCare Discount Center**, which Wells Fargo launched in 2004.

The Discount Center offers Wells Fargo an unbeatable combination of value and ease-of-use. It is available to all team members 24/7/365 and delivers hundreds of discounted products and services from vendors nationwide, including Wells Fargo's own exclusive discount programs. It also provides a completely hands-free administrative experience: LifeCare works with all of the company's vendors, handles all calls and negotiations, conducts quality assurance checks, and monitors all discount/vendor activity.

## THE RESULTS

Susan Pon-Gee, Manager, Corporate Wellness and Work/Life, calls the Discount Center a triple-win: "It saves our team members money, frees up our HR department, and allows our business lines to broaden client potential." The results that the Discount Center is delivering include:

- Nearly 10,000 Wells Fargo employees visit the Discount Center monthly.
- Wells Fargo team members select more than 24,000 discounts, each offering savings of 5% to 40% per month.
- 1,200 team members take advantage of Wells Fargo's wireless phone discounts each month, saving 13-26% on their service.

Pon-Gee points out that the Discount Center also provides some unexpected and very significant "value adds:"

- Although it was originally put in place as an employee benefit, the Discount Center **generated an additional \$22.4 million in sales to date** for Wells Fargo Home Mortgage.
- And LifeCare's integrated platform allowed Wells Fargo to cross-promote their other work/life programs to employees using the Discount Center, **increasing exposure and overall utilization.**

Give your employees money-saving deals, cut your administrative burden, and grow your top-line with LifeCare! **Call 866-675-3751 today.**



**LifeCare®**  
Caring today for a better tomorrow<sup>SM</sup>

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