Vision: To be the leader in cross-border, cross-currency money movement & payments.

Strategic Priorities

| Attract new segments to grow fund collection | Improve customer experience within the WU Branded ecosystem | Upgrade and optimize our cross-border Platform and Network | Transform our Culture and change the way we work to accelerate growth and promote continuous improvement |

Strategic Focus

Adjust ETOC processes for supporting new products and partnerships

Advertise and align Major Incident process with stakeholders
- Outage Reporting Model
- Major Incident Playbooks
- KPIs, Service Availability by platform

Advertise and align Monitoring capabilities with stakeholders
- Visibility, success advertising
- Monitoring efficiency by channel
- Expansion of monitoring scope

Advertise and align TSC process with stakeholders
- Collaboration with Network (Jaime's org, Platinum Network, etc.)
- Collaboration with Next Tier functions
- Collaboration with Care
- End-to-end Tech Support value stream mapping

Drive incident detection and prevention by Monitoring
- Mature Monitoring CSI (MI Detection review, Top noise review, Enterprise Monitoring efficiency analysis)
- Improve Analytical and Reporting capabilities
- Implementation of Global QA process for Monitoring function.

Drive service availability improvement by Major Incident process
- Mature Major Incident CSI program
- Advance MIM Standard Work (Duty Manager role, Secondary MI Engineer role)
- Cultivate MI facilitation skills and practices

Drive faster Tech Support issue resolution for Customer
- Evolve TSC VoC program
- Create TSC Real-time CSI program ("Call drivers review")
- Establish TSC Offline CSI ("MTTR Review")
- Mature Tech Support End-to-End CSI ("Aging ticket Review")
- Evolve Global Real-time support

Improve ETOC Analytical and Reporting capabilities
- Regulatory IT Incident reporting
- Stakeholder reporting

Expand automation and Self-Service Capabilities
- Introduce Incident Status page
- Develop automated outage notifications
- Grow Self Service use
- Build reporting capabilities to stakeholders (ROMs)

More Efficient and Effective Tool Use
- Promote Xmatters (Onboard missing teams, Communication)
- Cultivate tool onboarding and more efficient use
- "Enhanced tool checks" initiative
- Build tool guides and trainings

Thrive Knowledgebase
- Knowledgebase migration program
- Build ARC+ Management document
- Agent and ROM contact maintenance

Waste elimination in ETOC Processes and Practices
- Cultivate Waste recognizing
- Drive process challenging and improvement

Customer Focus
- Sense of urgency for Major Incident and Tech Support
- Mindset change from Ticket and Transaction to Customer

Employee Engagement
- Teams to own their Engagement
- Create Functional PSS practice

"One team"
- Cultivate global leadership alignment
- Foster global communication and collaboration between teams
- Unite processes and WU Way practices

Main Key Performance Indicators (KPIs)

Quality	Delivery	Profitability	People	Governance
• QA • CSAT	• MI Duration (Detection / Reaction / Response) • Monitoring Detection • Tech support FCR • Tech support FLR • Tech support MMTR	Service Availability: • Retail - 99.91% • Digital - 99.34% • WUBS - 99.94%	• WU Listen - 74 • Employee Retention • External Attrition	• CSI improvements

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