To meet these targets, some employees created fake bank accounts and enrolled customers in financial services without their consent or knowledge. The scandal caused Wells Fargo's stock price to plummet and tarnished its reputation among customers and investors. The revelation of the scam deeply affected the public's confidence in the financial services industry and Wells Fargo, which had built a solid reputation based on ethical business practices and customer trust. In 2016, it was revealed that Wells Fargo had created millions of fake accounts, which customers did not know about. The employees who created these accounts were under pressure to reach unrealistic sales targets.

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