



## SPEECH RECOGNITION CASE STUDY

# BANK SLICES THE WORKLOAD OF CONTACT CENTER AGENTS BY HALF!

## THE CUSTOMER

Albaraka Turk is an established Islamic bank in the MENA region, operating with over 200 branches. Albaraka was aiming to increase self-service rates at its contact center and decrease the workload of its agents because of the high volume of calls.

## THE PROBLEM

Albaraka's phone banking service becomes popular, and the system ran into problems with agent overload. Agents, being overwhelmed by the high volume of calls, resulted in longer wait times for customers. As a customer-centric organization, Albaraka was seeking a solution to increase self-service rates and improve the efficiency of its service model.

## THE SOLUTION

With Speech Recognition, Sestek helped Albaraka Turk decrease the call volume of agents significantly



**Decrease**  
**volume of calls to agents**  
**by 50%**

” Sestek’s expertise in speech recognition technology made the company our first choice. Having an experienced team with on-time support was also an important differentiator.

CONTACT CENTER MANAGER  
ALBARAKA TURK

## The Results

VOLUME OF CALLS  
TO AGENTS  
DECREASED  
BY 50%

SHORTER  
CALL DURATION

IMPROVED  
CUSTOMER  
EXPERIENCE



Albaraka Turk was founded in 1984 to present interest-free banking solutions in Turkey and the MENA region. It serves customers with more than 200 branches and 4000 employees.

### ABOUT SPEECH RECOGNITION

This technology enables machines to understand spoken user commands, allowing users to interact with devices by using their own voice. For businesses, it contributes to self-service automation and increases customer satisfaction by enhancing user experience.



Sestek is a global technology company helping brands with conversational AI and Analytics solutions, to be data-driven, work efficiently and deliver better experiences for their customers. Sestek’s AI-powered solutions depend on text-to-speech, speech recognition, natural language processing and voice biometrics technologies.