SESTEK

HOW VIRTUAL ASSISTANTS BOOST DIGITALIZATION IN BANKING

THE CUSTOMER

VakıfBank is the fourth largest bank of Turkey and operates with +15,000 employees and + 900 branches.

THE PROBLEM

As a part of its digitalization strategy, VakıfBank was planning to promote its existing mobile banking application and increase the self-service rates at this channel. The bank was searching for a smart banking assistant solution to help customers and execute the requested transactions.

THE SOLUTION

In partnership with Sestek, VakıfBank developed Turkey's smartest banking assistant ViBi. Thanks to Sestek's expertise in conversational technologies, Vakifbank customers can interact with this assistant with text and natural speech.

ViBi can execute more than 300 banking transactions

www.sestek.com

> ❝ ViBi became a best practice in the sector, both with its contributions to customer engagement and self-service rates. Considering long-term IT investments, we completed and launched the project only in 6 months. This is the result of a successful collaboration between VakıfBank and Sestek teams.

DIRECTOR OF DIGITAL BANKING
VAKIFBANK

The Results

ViBi INCREASES NUMBER OF SELF-SERVICE TRANSACTIONS BY 3X	3.5 MILLION CUSTOMERS EXECUTE 145.000 TRANSACTIONS DAILY USING ViBi	2.5 MILLION CREDIT APPLICATIONS SUBMITTED VIA ViBi DURING COVID-19 PERIOD

VakıfBank

VakıfBank is the fourth largest bank in Turkey in terms of asset size. Serving more than 15 million customers, the bank also offers internet and telephone banking services. More than 90% of all banking transactions are done through its digital channels.

ABOUT VIRTUAL ASSISTANT

Virtual Assistants enable companies to listen, understand and answer customers' needs through an intelligent and intuitive conversational interface. Using Conversational AI, Virtual Assistants lead result-focused conversations with customers, provide them 24/7 self-service and help decreases operational costs of companies.

SESTEK

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.