

Isbank

Isbank is the largest and most well established bank in Turkey. Ataturk, the founder of Turkey formed Isbank and this history has created a powerful bond between Isbank many Turkish people. Its position is almost one of a national institution with banking relationships being handed from parents to children.

The Brief:

Isbank wanted to create a self-service proposition that would provide it with a clear competitive advantage within Turkey and allow it to use self-service as a signal for change. This new innovation would then allow Isbank to communicate to customers that it was a forward thinking progressive brand. The new formats would be both stand-alone and integrated within existing branches.

The Solution:

'i-am' created a dynamic and engaging self-service concept that offered customers quick and easy 24 hr banking at remote kiosks, stand-alone formats and within existing branches. The approach targeted customer types who would normally prefer to use counter services and presented technology in a friendly, human and accessible way.

The Result:

The first test sites have opened and have proved an immediate success with customers. The stand-alone self-service branch has broken the mould within Turkish banking offering customers great service any time of the day and convenient locations at a greatly reduced operating cost for the bank. Based on this success i-am are now also integrating the new self-service approach within existing branches.



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