



Delivering High Performing Omnichannel Engagement for Turkey's Largest Private Bank



As a financial institution with a deep-rooted history, İşbank has one of the **highest number of domestic branches (1249)*** and **ATMs (6506)*** in Turkey servicing over **20 million customers*** out of which **8,1 million are digital-only customers***. This number reflects the company's achievements in adopting new technologies and pioneering digital transformation in the turkish banking industry.

SmartMessage's long partnership with İşbank is a solid example of how a marketing technology company and a financial institution work effectively together to improve customer experiences.

* Source: İşbank 2019 Investor Presentation



Solutions

SmartMessage Engage

Results

Increases in Applications

140% in Credit Cards

83% in Loans

88% in Campaigns

Digitalization Effect

18,5M Digital Documents

Sent in One Year

Improved Metrics

50% Email Read Rate

33% Mobil Read Rate

91% CTR

14M Extra Email Delivery

Due to Sender Score Optimization

Delivery with High Performance

5B SMS per Year

Corporates like İşbank require sustainability, scalability, and high performance to maintain flawless continuity of their business. Servicing millions of customers is a challenging task only to be handled with deep expertise and a renowned experience. İşbank's choice of a technology partner such as SmartMessage highlights the exigence to offer the best digital experiences to customers.

Starting with a state of art integration, SmartMessage showed its difference in scalability and flexibility, communicating quickly with banking's external and internal systems and building a reliable omnichannel messaging infrastructure. To avoid fragmented customer journeys, SmartMessage helped the bank digitalize processes via multichannel deliveries, interactive campaigns & mobile compatibility.

The multi-tenant account structure SmartMessage provided İşbank cost-efficient operational proficiency eliminating decentralization across business units. SmartMessage fulfilled the need for more impactful and innovative channel execution for lead generation, retention activities via profitable campaigns, and detailed reporting.

SmartMessage's infrastructure robustness and readiness offering sustainable performance and speed of execution are critical for banks of İşbank size in their communication activities. Successful and timely email and SMS deliveries, online loan and credit card applications and the improved digitalization rate were reflections of the bank's omnichannel efficiency. Fulfilling the bank's requirements with advanced customizations and integrations, SmartMessage helped İşbank increase engagement with customers and continue powerful corporate communications.

For more information feel free to visit

<https://www.smartmessage.com/>

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