



Empowering Turkey's leading bank in customer engagement with one of a kind omnichannel solution.



Incorporated in 1933, Halkbank is one of the oldest and well-trusted banks in Turkey. Halkbank has a widespread customer base, strong capitalization, and top position in all sectors of banking with established banking practices. In every city of the country, customers can find a Halkbank branch. (Turkey total: 886 branches). The bank is known as the leading bank in supporting companies classified as SME.

SmartMessage showed its omnichannel delivery capabilities with customized solutions for Halkbank. Automatic production and delivery of credit card statements via Engage empowered the bank to increase efficiency and decrease operational costs.

SmartMessage delivers Halkbank reliable high performance in statement delivery of millions of customers.

Results:

Fast and convenient creation and delivery of statements (Daily 1-1.5 million statement creation)

Increased omnichannel engagement and customer satisfaction via email, SMS, fax channels

Increased efficiency via the use of automation that minimized the operational costs



Audio captcha for Visually Handicapped Customers

Mobile statements sent via SMS are personalized for each customer via SmartMessage's URL Shortener module. Customers click the special link in SMS to get the captcha code and download statements in PDF format. This module has also a special audio feature for visually handicapped customers so that they can reach their statements easily.

The Need:

Halkbank's 5 million customers use a variety of credit cards. The delivery of credit card statements with perfect timing and a proper format plays a crucial role in keeping customers satisfied. Halkbank needed an easy to manage customized solution to create and send these notifications and documents with reliable performance.

The Solution:

Via special SmartMessage Engage Statement Delivery Module Halkbank creates statements effortlessly. SmartMessage Engage sends them automatically to customers with high and reliable performance. Halkbank's customers receive their statements via email and SMS channels thanks to omnichannel capabilities of the platform.

SmartMessage even supported Halkbank's request regarding the fax statements. Due to this one of a kind customization the bank creates fax statements and deliver them to its own fax delivery module. Reports can be easily tracked from SmartMessage Engage Statement Delivery Module.

Via a special UI created by SmartMessage, Halkbank easily changes settings, creates previews, gets reports, and even starts instant deliveries. As an example, after the statements are created, the system has the capability to avoid deliveries on weekends or national days, even set hour limit.