

# One Single Framework to Drive **Consistent** CUSTOMER JOURNEYS

**85%↑**  
Channel Development  
productivity increased

**65%↓**  
Cost of development per  
unit reduced in 18 months

Time to store customer  
information is reduced to  
 **5 minutes**

**2 screens**  
Instead of 10 screens for  
customer onboarding

**2 signatures**  
Instead of 5 customer signatures

## BUSINESS CHALLENGES

- ▶ Creating a single platform to drive Omni-Channel delivery strategy
- ▶ Offering engaging experiences across all customer touch points
- ▶ Replacing legacy framework and cutting costs
- ▶ Improving operational efficiency in every customer touch point



**RETAIL BANKING**  
250.000+ CUSTOMERS



'All of our channels are based on the **same code base** and have **seamless experience** in front-end, plus they are managed from **single back-office** application including content authorization, authentication, limits and approvals.'

*Esra Beyzadeoglu, CIO of Alternatif Bank*

## SOLUTION

### Digital Customer Onboarding

### Omni-Channel Delivery

- Retail Internet Banking
- Corporate Internet Banking
- Mobile Banking
- Branch Banking
- Contact Center Banking
- ATM Banking
- Employee Mobile Banking

VeriChannel



## Alternatif Bank increased channel development productivity up to 85%

As part of its digital transformation project, Alternatif Bank was looking to create a single platform and framework to drive its Omni-Channel delivery strategy and address rapidly changing customer requirements as a top priority. The bank was also aiming to deliver excellent and consistent operations in each channel and have one platform to offer rich, relevant and engaging experiences across all customer touch points. This would also result in substantial cost savings as well as numerous other benefits, such as reduced time to market and seamless customer service.

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*We were looking to deploy a single framework for all digital channels, including internet and mobile banking and contact center. Before the start of the project, we were using a more than ten years old legacy framework that made it too costly to deploy new technologies and develop new solutions.*

*-Esra Beyzadeoğlu, CIO, Alternatif Bank*



## One single framework to drive consistent customer journeys

The bank made the decision to implement VeriChannel, a unified Omni-Channel delivery platform to have richer channel coverage. The platform enables organizations to create and drive seamless and consistent customer journeys across multiple touchpoints. With VeriChannel, VeriPark provides its Omni-Channel solution to deliver Alternatif Bank's mobile banking, online banking, contact center, direct sales agent, and branch front-end functionalities.

During the implementation, a unified Omni-Channel platform is being deployed to create a single business layer. On top of this platform and as an extension to the out of the box banking processes, the bank's developers can configure and build additional services and user experiences. With the back-end system, the bank can effectively work on user interface elements and visual screens and forms.



## Develop once deploy to all channels

With the new framework Alternatif Bank will be able to increase their productivity by 85% on both assistant and direct customer channels.

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We now carry out full implementation of VeriChannel for all our channels – 3 assisted customer channels including Branch, Mobilnext (Employee Mobile App for Banking), Contact Center and 4 direct customer channels including Retail Internet Banking, Corporate Internet Banking, Mobile Banking and ATM. They are based on the same code base and have seamless experience in front-end plus all of our channels are managed from single back-office application including content, authorization, authentication, limits and approvals.

-Esra Beyzadeoğlu, CIO, Alternatif Bank



## Storing customer information time reduced to 5 minutes

Customer onboarding is an area of operations that is being renewed significantly with the new system. The new digital onboarding process will reduce the time required to collect and store customer information to 5 minutes. The entire process will be carried out using only 2 screens instead of 10 before the new structure. Alternatifbank will also manage to reduce the number of customer signatures needed from 5 to just 2.

One of the main benefits of moving to a single solution is the ability to deliver full and integrated Omni-Channel user experience. VeriChannel delivers fully responsive and adaptive user interfaces. For example, a customer can start the credit card application process on his phone and then complete it at a branch. The process is entirely seamless and fully digital.

Digital onboarding also drives sales of banking products, such as credit cards, which will be available across all channels. During the onboarding process, employees are shown product sales screens, where existing products are shown together with usage information, driving improved upselling and cross-selling campaigns. The process is also much faster. Instead of having to wait for a debit card, customers will receive a no-name card that they can start using right away, removing friction from the buying experience.

## Why VeriChannel?



### Reduced Cost of Development



### Consistent User Experience



### Assited Self Service Channels



## Reducing the development cost per unit by 65%

Using a single framework for all channels also results in substantial cost savings, since unified business logic means that it does not need to be implemented for each channel separately. “We’ll see the reduction in development efforts of up to 65 percent,” said Esra Beyzadeoglu. “The single environment facilitates our work and allows us to move faster and more efficiently.”

Accelerating change and improving responsiveness is one of the main goals of the bank’s digital transformation and moving to a single Omni-Channel platform is being delivered on this goal. The company will now be in the position to deliver new solutions up to 65 percent more quickly than before.



## Safer integration and readiness for open banking

Another benefit is the ease of integration – legislative and regulatory requirements meaning that Alternatif Bank needs to connect to specific government systems, a requirement that has already been implemented in VeriChannel. The bank is also working with several Fintechs that need to connect to its systems. VeriChannel framework is easy to use and integrate, which is great news for customers who can access innovative solutions developed by third parties.



## “The Best Digital Banking Transformation” award-winning solution

The delivery solution which enables it to serve their

customers across multiple customer touch points earned Alternatif Bank the Best Digital Banking Transformation Project award at IDC Finance Technology Awards 2018. IDC Finance Technology Awards honor the achievements in industry technological innovations in Turkey.

The Omni-Channel framework will allow Alternatif Bank to deliver on its digital transformation strategy and continue creating new channels and touchpoints that provide customers with a seamless and consistent experience across all channels, physical and mobile.

### ABOUT ALTERNATIF BANK

Alternatif Bank was founded in 1991 by Doğan Grubu and was enlisted in 1995. Having completed 24 years in banking industry, Alternatif Bank is an important subsidiary of The Commercial Bank (Q.S.C), one of the leading banks in Qatar, and Turkey’s one of the leading industrial conglomerates The Anadolu Group. It serves corporate, commercial and retail banking segments with its 49 branches.

Country: Turkey

### ABOUT VERIPARK

VeriPark is the only Microsoft Global ISV enabling the Financial Services Industry (FSI) to deliver world class customer experiences across digital and assisted channels. VeriPark works side-by-side with Microsoft and together they drive the growth of VeriPark’s digital FSI solutions across the globe.



If you would like to learn more about omnichannel banking check out this blog post or get in touch with us.

**Enpara.com**  
A DIGITAL-ONLY  
Branchless Bank



**24/7**  
Open

**77%**  
Net promoter score

**30 sec**  
Only to reach customer representative on the phone

**50%**  
Customers coming through referrals

**Fully digital**  
Customer onboarding

**BUSINESS CHALLENGES**

- ▶ Keeping up with the demands of millennials who prefer digital banking
- ▶ Creating rich and meaningful digital and mobile experiences
- ▶ Implementing a fully digital customer & client onboarding process
- ▶ Expanding the offerings in SME banking
- ▶ Simplifying 20-30 pages long legal banking documents



**RETAIL & SME BANKING**  
1,250,000 CUSTOMERS



'We have **1,25 million customers** and our Net Promoter Score is 77%, while the average for banks in Turkey is only 45%. **9 out of 10 customers are happy** to be our customers.'

*Emel Gökcan Sünter - Product, Process and Digital Channels Division Manager, Enpara.com*

**SOLUTION**

Omni-Channel Delivery	Digital Customer & Client Onboarding
Retail Internet & Mobile Banking	SME Internet & Mobile Banking
VeriChannel	



## The purely digital bank Enpara.com is serving 1,250,000 retail customers on VeriPark's Omni-Channel Delivery platform

Turkey's first purely digital bank, Enpara.com was created in response to the needs of millennials. This increasingly important customer group doesn't like to interact with banking representatives or visit traditional branches. Instead, they are looking for rich and meaningful digital and mobile experiences. As a result, Enpara.com adopted a digital-only branchless approach, creating an outstanding user experience 'resulting in an excellent Net Promoter Score (77% compared to the 45% average for Turkish banks) with their popularity driven predominantly by word of mouth. The response has been so good that 50% of all their new customers come through referrals. The absence of traditional brick-and-mortar costs also translates into savings that are passed on to the customer in the form of free services and loyalty rewards. In contrast to other banks, Enpara customers receive annual fee for using their Enpara credit card rather than being charged for the privilege of having a credit card!



## Millennials want digital experiences

Enpara.com was established in 2012 by QNB Finansbank. The bank was looking to address the growing customer base of people between 18 and 45 years of age and creating a digital branch was a key pillar of this effort as the millennials prefer online, social and mobile channels as opposed to using traditional banking branches.

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*When we came up with the project, we needed to decide which brand to use. We carried out market research and realized that a new brand will be a better fit to what our target group is looking for. Enpara.com was the result of this research.*

*-Emel Gökcan Sünter, Product, Process and Digital Channels Division Manager, Enpara.com*



## Reinventing the banking contract for simplicity

After conducting market research, one of the first and most significant issues the new bank had to address was not even technological in nature.

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*Banking contracts are complex legal documents that can run for 20 or even 30 pages and are hard to understand. This was among the most significant complaints we've received from focus groups and we set out to work. It took us almost 6 months to create a contract that's just 2 pages long and written in simple and easy-to-understand language.*

*-Emel Gökcan Sünter*

These contracts are now the foundation of Enpara's onboarding process that is designed to be as simple and user-friendly as possible. Enpara.com does not operate any branches, so its employees visit customers in person after they open their account online to get the required signatures. Afterwards, the customer experience is completely digital and available from a web browser or a mobile device, resulting in fully digital onboarding.



## Launching the bank

VeriPark was selected as the digital technology partner for the bank with its VeriChannel solution providing the bank's customers with an Omni-Channel experience. Finansbank and VeriPark have collaborated well in the past and decided to extend their partnership to this fully digital business enterprise.

Enpara.com wanted to launch quickly and thus kept their initial product offering simple by focusing on providing savings and deposit accounts only. In order to stand out and make their initial product offering attractive, Enpara.com's strategy was to provide the most competitive interest rates in the market and then expand their product portfolio by introducing credit cards, loans and corporate services.

Today, customers can do everything online: open new accounts, take out loans, apply for a credit card, transfer money or update information. This approach also drives digital inclusion for the young who now have access to a full range of services anywhere and on any device. By focusing on digital channels only, Enpara.com is the only Turkish bank that offers services without a subscription fee and no transaction fees on payments and

## Why VeriChannel?



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transfers. It also offers loyalty benefits, including discounts on popular millennial-focused services, such as Spotify and Netflix.

## **Fully digital onboarding process**

After launching the online bank, Enpara.com also immediately launched a TV advertising campaign. The marketing and advertising push drove rapid customer growth, which was in part a result of the fully digital onboarding process that encouraged all consumers to open an account and try out the service.

After the initial promotional stage, the company began increasingly relying on customer referrals and word of mouth. Internal research data shows that 50% of new customers arrive through referrals or word of mouth. By offering the best interest rates and transactions without fees, the bank is already in a good competitive position but the user experience it delivers through its website further cements its market position.

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*We have 1,25 million customers and our customers are very happy with us and our Net Promoter Score is 77%, while the average for banks in Turkey is only 45%. 9 out of 10 customers are happy to be our customers and we see that response was hugely positive on social media as well. Our platform is receiving good reviews across the board.*

*-Emel Gökcan Sünter*



## **Focus on expanding the offering in SMEs**

The bank initially launched in 2012 and has been expanding its offering steadily. After adding a full range of consumer products, the bank launched corporate banking services in 2016 which has been their focus for the past two years.

Once SME's become a customer of Enpara.com, they can reach out to a customer representative on the phone in just 30 seconds when they need any kind of support for their banking transactions and they even earn interest while paying salaries to their employees. The bank is focused on growth and adding new products for consumer and corporate accounts that will further distinguish it from other traditional players in the market.

### **ABOUT ENPARA.COM**

Enpara.com is Turkey's first branchless bank, established in October 2012 by QNB Finansbank, offering all of its services via digital channels only, to its "happy" digital customers.

Country: Turkey

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VeriPark is the only Microsoft Global ISV enabling the Financial Services Industry (FSI) to deliver world class customer experiences across digital and assisted channels. VeriPark works side-by-side with Microsoft and together they drive the growth of VeriPark's digital FSI solutions across the globe.



**If you would like to learn more about branchless banking, check out this great article or get in touch with us.**