

Tripling the size of the BRANCH NETWORK with **Doorstep Banking**

15,000
Weekly customer visit

600,000

New applications for different products in 18 months

8x faster
Loan processes

3,500 ↑
Bank branches has increased from 957 with Direct Sales Agents

2,000
Personal loan application everyday

BUSINESS CHALLENGES

- ▶ Carrying out transactions instantly at the customer's doorstep
- ▶ Combining the digital technology with friendly human touch
- ▶ Accessing to customer information for cross-sell & up-sell
- ▶ Monitoring & supporting direct sales agents more efficiently



RETAIL BANKING
2.500 TABLETS



'DSA drove digitalization of our retail loans, which are now **100% digital**, meaning that our retail loan process is **8 times faster** and does not require paper anymore.'

Mehmet Serhat Keskin, CRM Manager at VakıfBank

SOLUTION

360 Degree View of Customer

Digital Customer Onboarding

Product Applications

Location Based Assignments

Agent Task Management

Digital Approvals

Direct Sales Agent Tablet Application