

International awards to Burgan Bank's transformation strategies!

Offering fast, flexible and high quality services against a backdrop of a boutique banking concept, Burgan Bank was rewarded with the "Transformation Award" thanks to its "Organizational Convergence and The Zero Friction Strategy", and "Solution and Customer Experience Award" thanks to its "Instant Loan Service for Online Shopping" in Transformers Awards 2020, in which transformation and innovation applications of MENA region banks are evaluated.

Enhancing customer satisfaction owing to its innovative solutions that it has launched to implement in the digital banking field, Burgan Bank Turkey was hailed with international awards with its projects. In Transformers Awards 2020, where transformation and innovation applications of banks based in the Middle East and North Africa (MENA) are evaluated. Burgan Bank received the "Transformation Award" thanks to its "Organizational Convergence and The Zero Friction Strategy", and "Solution and Customer Experience Award" thanks to its "Instant Loan Service for Online Shopping"

"We embrace a strategy that makes digital banking leaner."

Mr. Ufuk Dinç, Burgan Bank's GM Assistant for Digital Banking and Information Technologies, commented on awards received by the Bank in Transformers Awards and also provided information about digital transformation projects: *"We are very happy that our strategic approach and organizational structure which we implement in transformation of digital banking processes have received two awards on an international platform. These awards are exemplary illustrations of the fact that our innovative steps in digital banking area have become successful. We have adopted a "Zero Friction" approach in both process design and organizational structure as we wish to make digital banking services agile and lean. Under this strategy, all departments lock onto the same target and thus they assure that we get desired results more effectively and quicker than ever. We have updated all our services and processes starting from credit and deposit products to meet digital age requirements in alignment with our targets as we intend to offer end-to-end online services on the retail banking side. We are really working very hard to develop more advantageous new products to meet customer needs and we also focus on infrastructural works to be successful ultimately.*

Exclusive cooperation for e-commerce

Mr. **Ufuk Dinç** also talked about Instant Loan Service for Online Shopping: *"Today the share of e-commerce is increasing every day in Turkey just like the way all around the world. Therefore, we built an infrastructure which allows every consumer to get a shopping loan at the time of payment in order to collaborate with online shopping sites. Here it is not important if the consumer is a Burgan Bank customer. A consumer who applies for loan from these platforms may instantly borrow loans from our bank without*

the need to visit a branch physically. Moreover, consumers may buy goods with loans offered at competitive interest rates and flexible instalment options.”

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