



Tekstilbank A.Ş.
Istanbul, Turkey
www.tekstilbank.com.tr

Industry:

Financial Services

Annual Revenue:

US\$116.6 million

Employees:

940

Oracle Products & Services:

Oracle Business Intelligence Suite
Enterprise Edition Plus
Oracle Database
Oracle Data Integrator

Oracle Partner:



Intellica
www.iszekasi.com

“To be a trusted partner, we must know our customers. Oracle’s fully compatible products from database server to data loading tools and business intelligence tools have enabled us to create a close-to-real-time single point of view for each retail customer.”

– Bora Üzüm, Manager, Business Intelligence Unit, Tekstilbank A.Ş.

Tekstilbank A.Ş. Introduces Business Intelligence to Its Retail Banking Functions, Reports Significant Growth

Tekstilbank A.Ş. is engaged in midsize corporate, commercial, and retail banking activities. Tekstilbank operates through its headquarters in Istanbul and its 44 branches as well as internet banking, ATMs, and a helpdesk. Tekstilbank’s branches are predominantly located in the western regions of Turkey, which account for the majority of the country’s gross domestic product generation.

Challenges

- Set up an analytical data repository for Tekstilbank’s retail functions, such as consumer loans, pension plans, as well as account and insurance services
- Optimize retail marketing campaigns by using a robust technological platform instead of relying on manual preparation and spreadsheet-based data analysis
- Enable retail banking specialists to independently analyze data and find answers to business-oriented questions

Solution

- Created a retail banking database in third normal form with Oracle Database and implemented extract-transform-load (ETL) processes with Oracle Data Integrator
- Deployed Siebel Marketing Automation for planning and executing the bank’s retail marketing campaigns
- Used Oracle Business Intelligence Suite Enterprise Edition Plus for making retail marketing data available to the bank’s retail specialists in minutes instead of three to five hours
- Enabled the bank to create its retail functions, including capabilities for data-triggered campaigns, such as special prices or interest rates for select customers and for event-triggered campaigns, such as seasonal offerings
- Reported a 15% growth in deposits, 10% growth in investment funds, and 16% growth in the number of customers as a direct result of using Oracle’s products
- Established a single customer view for the first time in the bank’s history, substantially enhancing the bank’s customer service and efficiency levels
- Leveraged the expertise of Oracle and Oracle Partner Intellica to help execute the project in 10 months