



ABOUT

Yapi Kredi is Turkey's leading private bank, operating nearly 800 branches and serving 15 million customers. Founded in 1944, Yapı Kredi's vision is to become the undisputed leader of the financial sector through steady growth and value creation, and to be the first choice of customers and employees.

NICE SOLUTIONS

- [NICE Interaction Analytics](#)
- [NICE Quality Management](#)
- [NICE Interaction Recording](#)

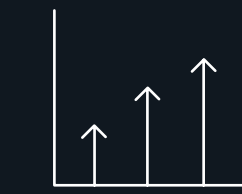


CHALLENGE

Yapi Kredi has long relied on NICE solutions to maintain high service levels and operational efficiency with comprehensive interaction recording. With a permanent 100% at-home contact center workforce, the bank found that agents were no longer sharing best practices effectively, particularly on optimum sales tactics. Leadership began pushing for significant improvements in sales conversion rates in the contact center.

SOLUTION

Yapi Kredi, NICE, and partner 3D developed an Interaction Analytics-powered Winning Words program to surface the key phrases associated with sales success across four key bank products. Through visual aids and gamification tool, agents now learn the habits of the bank's best sales performers, producing a 5x increase in sales conversion rates per agent. Yapı Kredi will expand this program to ten more products and apply insights to outbound as well as inbound call practices. Yapı Kredi realized 28% sales growth in 2023 and targets 18% in 2024. This increased use of AI powered CX will increase sales conversion rates in the contact center on an annual basis.



GREAT SUCCESS

1.71X - 5X

Improvements in sales conversion rates uncovered through *Winning Words* analysis

2.8 MILLION

Sales transactions credited to contact center agents in 2023



19 years and counting

Tenure with NICE recording and analytics solutions



“NICE Interaction Analytics helped us find magic hidden in millions of customer calls, unlocking the secrets of our best salespeople and giving everyone a chance to win. We understood how sales champions influence customers to buy, what makes the difference, and how customers react positively on a sales offer.”

SINEM ÇÖPLÜOĞLU
VOICE ANALYTICS MANAGER
YAPI KREDİ