

Case study



Garanti Bank was established in 1946 by 103 co-founders as a joint-stock company in Ankara. The founders of the Bank consisted of traders who wanted to invest their post-World War II accumulated fortunes in profitable lines of business. Garanti BBVA creates shared value and drives positive change through lending based on impact investment, as well as strategic partnerships and community programs focusing on material issues for both Garanti BBVA and its stakeholders.

Industry: Financial services

Website: www.garantibbva.com.tr

Location: Istanbul, Turkey

Size: 600 agents

€800,000

Additional recovered debt payments in the first full quarter



Reduced legal fees

By diverting resolutions away from serious delinquency



Great stats

+20 Percentage points

Increase in overdue debt recovery rate

€3,000,000

Projected annual debt recovery benefit resolution

Challenge

Garanti BBVA's lending operation includes a Collections unit tasked with turning overdue payments into current, healthy accounts. The department is primarily concerned with customers between eight and 91 days past due, because delinquent debt has long-term consequences. The bank was on average recovering less than half of overdue debt in the normal overdue window. Collections leadership was certain there were insights that improve recovery rates and keep more customers in healthy credit standing.

Solution

In 2024, the bank implemented NiCE Interaction Analytics in the Collections unit to take a data-driven approach to overdue consumer outreach. The NiCE solution integrates with the bank's Oracle business intelligence and data warehouse as well as the bank's existing contact center infrastructure. Targeted offers for debt restructuring or promise-to-pay recovered an additional €800,000 in the first quarter of operation. Debt recovery rate jumped from 45% to 65% in the first year.

NiCE Solutions

- NiCE Interaction Analytics
- Quality Central
- Interaction Recording



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Our main focus is on customers who want to pay their debt, but have run into some issues. NiCE Interaction Analytics helps us identify those customers, and then make the best offer to restructure their debt or secure a promise to pay. These actions give us much better debt recovery rates.

Halil Ibrahim
Voice & System Development Supervisor
Garanti BBVA

