

# Akbank redefines banking customer service with Samsung smartphones

Managers use Samsung Galaxy Note 3 devices to further enhance service speed, efficiency, and quality



## Business Issue

With 15,000 employees and nearly 1,000 branch offices, Akbank offers personal and corporate banking services throughout Turkey. While the bank had already implemented broad mobile banking capabilities for customers, Akbank also wanted to provide branch and senior managers with improved mobile capabilities to better serve walk-in customers.

## Solution

Akbank decided to outfit all bank managers with Galaxy Note 3 smartphones, providing them with mobile access to internal Enterprise Resource Planning (ERP) applications. Using the advanced capabilities of the new smartphones, Akbank managers now can conduct day-to-day business and respond to customer inquiries faster without compromising data safety.

## Results

By empowering managers with the ability to conduct business from any location, Galaxy Note 3 devices have helped Akbank further improve manager productivity and sales automation while also increasing customer service. The high quality of the devices has allowed them to quickly reap a significant return on their mobile investment.

**SAMSUNG**

## The Galaxy Note 3 includes built-in hardware-level security and integrates with Mobile Device Management solutions for remote management.

### Solution

Akbank managers wanted to further enhance customer-service quality by enabling better connections with customers—and also keep up with required daily management duties. The bank worked closely with Samsung to create a custom solution that fit its needs. The solution started with specialized Galaxy Note 3 mobile devices optimized for on-the-go performance. With the brilliant display, S-Pen functionality, and features like Multi Window, the Note 3 gave managers the versatility to perform all necessary tasks.

As a financial institution, Akbank needs to deploy the most advanced mobile solutions that also support compliance with industry regulations. The Galaxy Note 3 includes built-in hardware-level security and integrates easily with Mobile Device Management (MDM) solutions for remote monitoring and management. Akbank uses Airwatch as its MDM solution, which enables the bank to set security configurations remotely and apply updates across the Note 3 devices.

### Samsung Galaxy Note 3

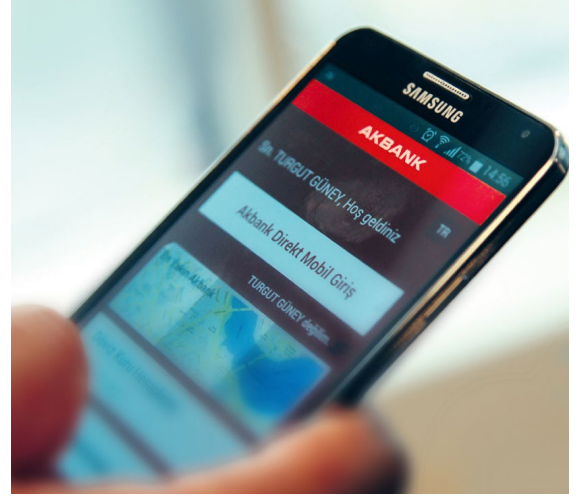
The Note 3 is a good fit for corporate and financial use, offering a powerful and versatile tool to conduct business around the bank.

**5.7-inch Full HD Super AMOLED® display** makes it easy to see even the tiniest details, providing the space you need to do even more on your screen.

**S-Pen** gives you extensive navigation options to make it easier to find and transition between applications and take notes.

**Multi Window** allows you to open separate pages simultaneously, instead of switching between functions.

**2.3GHz Snapdragon 800 quad-core chip, paired with 3GB of RAM**, provides the high performance business users want in a mobile device.



### Customer Challenge

Banks and other financial institutions want the business benefits that mobility solutions offer for customer service. The rapidly changing mobile landscape meant Akbank wanted an advanced solution to meet these objectives:

- Deliver a high quality business experience.
- Facilitate faster, higher quality customer service.
- Continue to protect customer data and comply with strict banking regulations.

“The Samsung devices have the exact dimensions we want, helping managers access the knowledge they need and simplify approval processes. Our ability to remotely manage devices in a comprehensive manner across all employees make this solution ideal for our bank. We’ve seen an immediate return on our investment.”

— Turgut Güney  
Executive Vice President, Akbank

## Akbank managers can seamlessly connect to internal sales and customer service apps to provide immediate support to customers and staff.

### Benefits

With Samsung Galaxy Note 3 devices, Akbank can meet its mobility requirements, allowing managers to deliver better customer service without compromising data safety.

#### Superior business experience

Akbank managers can seamlessly connect to internal sales and customer service apps to provide immediate support to customers and staff. The combination of a lightweight form factor, high quality screen, and the S-Pen make the Note 3 an easy management tool. As a result, managers can respond faster to customer inquiries, manage loans, credit approvals, and special requests. They also can track staff schedules, manage time-off approvals, and generate reports anytime, anywhere.

#### More efficient, higher quality customer service

Using Note 3 mobile devices, managers no longer need to stay close to their desks to complete daily tasks. They can engage with support staff and interact directly with customers, making service faster and more efficient.

#### Compliance with industry regulations

Finance companies are forced to comply with multiple industry regulations around data security. By integrating easily with Akbank's MDM solution and providing built-in hardware-based protection against lost or stolen customer data, the Note 3 provides Akbank the functionality it needs to stay compliant.



### About Akbank

Akbank is one of the largest banks in Turkey, with nearly 1,000 branch offices, 23 regional offices nationwide, 4,000 ATMs, and 350,000 POS terminals and other high-tech distribution channels. Akbank is also the most valuable brand in Turkey according to a Brand Finance report, with an assessed brand value of over USD 2.5 billion. Akbank provides private, retail, commercial, foreign exchange, and securities transactions services, and is a pioneer in using technology to support new banking initiatives.



## Legal and additional information

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