CBOT & Türkiye Finans :

Türkiye Finans is Transforming: A Success Story of a Strong Collaboration

Need

Traditional call center infrastructures, especially during peak periods, struggle to provide timely and consistent responses to customers. This not only extends waiting times but also directly impacts customer satisfaction. With the increasing traffic in digital channels, Türkiye Finans also needed a new approach to make customer service more efficient.

In particular, having human agents respond to repetitive and simple questions led to a waste of both time and resources, while more complex issues could not receive the necessary attention. Türkiye Finans's needs in this context emerged under three main headings:

- Tekrarlı soruların otomasyonu
- Bekleme sürelerinin sıfıra indirilmesi
- Çağrı merkezinde verimlilik

Türkiye Finans was established in 2005 through the merger of "Anadolu Finans," the first private financial institution founded in 1991 with 100% domestic capital, and "Family Finans," which provided participation banking services under the name "Faisal Finans Kurumu" between 1985 and 2001. Seeing digitalization as a sustainable area of development, Türkiye Finans aims to enhance the customer experience at every touchpoint. In line with this goal, the collaboration established with CBOT marked a strong step towards making the bank's digital channels more accessible, faster, and user-friendly.

Virtual assistants provide instant solutions to customer needs in financial services, increasing satisfaction while offering significant advantages to institutions in terms of workforce and time efficiency.

CBOT

Türkiye Finans ile Hayata Katıl!

Solution

Developed in line with Türkiye Finans's digital customer service strategy, ARI establishes a natural dialogue with users on the bank's website and mobile applications, offering support across thousands of different scenarios. ARI, created as part of this project, significantly reduces the operational load on the call center by instantly and accurately responding to the most frequently asked questions about banking transactions.

This assistant, developed using CBOT's natural language processing (NLP) infrastructure, matches incoming messages from users with predefined intent groups and integrates with the bank's knowledge base to deliver instant and reliable responses. Additionally, thanks to its hierarchical intent architecture, it can maintain effective and consistent communication in response to both general and highly specific questions.

ARI is not limited to providing information; it also integrates with back-end systems for specific transactions, allowing users to complete certain banking steps directly through digital channels. For instance, transactions such as updating wire/EFT limits or enabling international usage of a credit card can be carried out directly via the assistant. These features demonstrate that the bot is far more than a passive information provider—it has evolved into an active digital transaction tool.

1. Automation of Repetitive Questions
A large portion of the questions directed to customer service are repetitive in nature. By automatically responding to these inquiries, ARI has both reduced the burden on representatives and enabled users to access information instantly.

2. Elimination of Waiting Times
Users often had to wait to reach the call center. CBOT's ARI, which operates 24/7, eliminated this waiting time and provided customers with an instant response experience.

3. Increased Efficiency in the Call Center
CBOT's virtual assistant took over repetitive requests, enabling call center teams to work more efficiently. As a result, representatives were able to devote their time to more complex and value-adding matters instead of low-priority tasks.

1M Conversation / Year

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TÜRKİYE FİNANS "ARI" COVERAGE

FAQ

- Loan Transactions
- Profit Rate Information
- Payment Terms
- Notice Details
- Account Opening and Closing
- Account Types
- Credit Card Debt
- Limit Increase
- Card Fee Information
- Password Transactions
- IBAN Information
- EFT/Wire Transfer Hours
- Branch and ATM Information

Wire Transfer/EFT Limit Update

Integration Points

- EFT / Wire Transfer Update
- Shopping Settings Update

and much more…

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- Website
- Mobil e

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About CBOT

Since our establishment in 2017, we have been empowering organizations with comprehensive AI solutions through our advanced, enterprise-grade AI-powered platform.

At CBOT, we offer companies and public institutions the ability to develop virtual assistants and chat-based automation systems that interact with end users or employees, leveraging advanced Generative and Conversational AI technologies. Our platform is trusted by over 100 businesses, particularly excelling in financial services, e-commerce, telecommunications, and customer service sectors.

In addition to being featured in Gartner market reports, we are recognized for our partnerships with global technology leaders such as Meta, Google, OpenAI, and Microsoft. Our award-winning, no-code AI platform seamlessly integrates with Large Language Models (LLM) and Natural Language Processing (NLP) systems, providing hybrid models that enhance customer and employee experiences.

Sector Leader #1

Customer 100+

Awards 30+

Resolution Rate >70

AI Success Rate > 97

GARTNER Reports 3

Why CBOT?

Industry Focus
Since 2017, we have been at the forefront of enterprise-level chat-based AI projects.

Next-Generation Technology
By developing our own technologies and collaborating with the world's largest technology platforms, we aim to lead the way in innovation.

Speed & Quality
Thanks to our comprehensive, end-to-end, no-code platform, we reduce project timelines to just 2–4 weeks.

Dedication
We take full responsibility for the entire project process with our experienced team, allowing our clients to implement virtual assistant projects without needing to allocate internal resources.

CBOT