

Case study

Türkiye Finans

»We place great emphasis on a fast and quality service to increase customer satisfaction. Fujitsu supports our customers with the same outlook as we do. In this respect, it serves as an important building block for our goal of staying ahead of the competition.«

Ahmet Yıldırım, Türkiye Finans Katılım Bankası Payment Systems Manager



Strengthening relationships with client companies

With its roots going back to 1984, Türkiye Finans Katılım Bankası was founded by the merging of Family Finans and Anadolu Finans in 2005 and it continues its commercial operations as a participation bank. Türkiye Finans has adopted the principle of boosting the support provided to the non-financial sector within the perspective of Participation Banking principles, placing great emphasis on its relations with the whole sector and particularly with SMEs. Türkiye Finans has separated its credit cards into two main categories; commercial and retail cards. In this respect, the bank sees POS as a pioneer for strengthening relationships with client companies and increasing cross sales, and places great importance on this area.

High quality POS field service

Aiming to provide the best services to its customers, Türkiye Finans works with Fujitsu, putting its trust in the company's quality in this area. Türkiye Finans first met with Fujitsu in 2006 to procure a high quality POS field service, which laid the foundations for the current collaboration. In addition to its POS field services, customer services and call center support were significant factors in the decision to work with Fujitsu. Türkiye Finans Katılım Bankası Payment Systems Manager Ahmet Yıldırım states that "from time to time, banks need a quality service for their outgoing calls. And we had worked with Fujitsu from time to time. However, our real job is field services. We rate Fujitsu's service quality very highly. This is why we launched our first joint POS project with Fujitsu. We are currently carrying out joint POS projects with various banks. We also worked with Fujitsu to prepare the POS application for taxis which we launched in 2008. Since we are very happy with the quality of the service we receive from Fujitsu as well as its approach, Fujitsu will be our first choice for future projects."

The customer

Country: Turkey
Sector: Finance
Founded: 2005
Staff: 3,350
Website: www.turkiyefinans.com.tr



The challenge

- To obtain a quality POS field service
- To receive occasional support for outgoing calls

The solution

Türkiye Finans Katılım Bankası works with Fujitsu in its POS installation and maintenance operations to deliver the fastest services of the highest quality on account of the importance it places on customer satisfaction.

The benefit

- Prompt and reliable installation of POS devices on the premises of Türkiye Finans customers and a high level of customer satisfaction
- Ensuring business continuity without disruptions through the provision of maintenance services within the target period of time for malfunctioning POS devices
- Meeting the periodic outgoing call needs of Türkiye Finans with the data center service

Products and services

- Fujitsu POS field services

Operational method

Fujitsu shall carry out the POS installation and maintenance as part of the POS field service it provides to Türkiye Finans. When a business requests a POS from any Türkiye Finans branch, this request will be reported to Fujitsu via the web service after its evaluation. The request will be forwarded to the field officer in the relevant region within Fujitsu and the field officer will carry out the installation, testing, and technical training processes on the use of the POS device. At this point, Ahmet Yıldırım says:

“Our agreement with Fujitsu includes a set period of time for carrying out the tasks. Forwarded requests need to be carried out by Fujitsu within this period. We have achieved a very satisfactory rate in terms of carrying out tasks within the required time since we started working together.”

Customer satisfaction is linked to speed

Fujitsu has been providing maintenance services for 15 thousand Türkiye Finans POS devices throughout Turkey. In the event of a failure report, the relevant Fujitsu field officer will take the malfunctioning POS and send it to the headquarters. In the meantime, there is no disruption at the customer’s premises as a new POS is installed, thus ensuring business continuity. Ahmet Yıldırım notes that speed is very important today and customer satisfaction is linked to speed: “We can therefore take steps and implement different applications which prioritize customer satisfaction and the race against time. With this objective in mind, we provide a VIP service for malfunctioning POS devices on-site. We provide high-speed services in the event of a failure for our special customers. Fujitsu meets our expectations in this respect.”

Important support by Fujitsu

According to Türkiye Finans Katılım Bankası Payment Systems Manager Ahmet Yıldırım: “Fujitsu is a company with a very solid position in the sector at the moment. It is constantly developing and increasing its market share. Behind the scenes, this success is primarily related to the satisfaction of the banks. As Türkiye Finans, we opted for Fujitsu for our special projects. Fujitsu approaches our special projects with the same outlook as we do. I can therefore say that we will select Fujitsu for our future projects thanks to our satisfaction with the results achieved. We aim to stand out in a competitive environment where 49 banks are competing with each other by providing both a fast and good service. The quality and speed of the service supplied by Fujitsu provides important support.”

Outcome

Fujitsu shall carry out all POS-related processes for Türkiye Finans from testing to training, including successful installation at businesses within the required period of time. Fujitsu shall also provide prompt and high quality services at the customer premises without causing any disruptions, thereby assisting Türkiye Finans in achieving its objective of attaining a high level of customer satisfaction in a very competitive environment with the speed and quality of its operations, and staying ahead of the competition.

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