FutureAgile

CREATE THE FUTURE OF COMPANIES

FINANCE SECTOR CASE STUDY

Agile Transformation in Bank

BENEFITS

- Increased adaptability: İş Bank achieved greater adaptability, enabling swift responses to urgent demands from customers and regulatory authorities.
- Improved customer happiness: The bank's customer-centric approach resulted in increased customer happiness and satisfaction.
- Business results and financial effects: İş Bank reported a significant 25 percent improvement in business results and financial effects.
- Fast services and product deliveries: The implementation of strategic solutions resulted in a two-fold increase in the speed of delivering services and products.
- Enhanced employee engagement: The organization successfully increased employee engagement by empowering employees and fostering a collaborative environment.
- Simple and up-to-date systems: İş Bank created modern, easy-to-configure systems, replacing complex and outdated legacy infrastructure.

TÜRKİYE İŞ BANKASI

"Paramount among measures that will liberate and augment the nation is the establishment of a bank, utterly modern and national in identity, born directly out of the people's respect and confidence..." These words uttered by Mustafa Kemal before the Council of Ministers which summoned in July 1924, express his aspirations for the foundation of a national bank.

CHALLANGES

- Intense banking and finance sector competition: The sector has numerous players, and competition is strong, requiring İş Bank to distinguish itself.
- Customer demand for price advantages and quality services: Balancing price advantages with high-quality services is essential to retain customers.
- Agents as the main sales channel: Agents play a crucial role in sales, and providing them with flexible services, products, and systems is vital.
- Digitalization imperative: Adapting to digitalization is key to meeting market dynamics and customer expectations.
- Legacy organization silos: Overcoming legacy organization silos is necessary for a more streamlined and agile operation.

SOLUTIONS

- Innovation in products and services: İş Bank became a pioneer in introducing new financial products and services, reducing time to market for innovations.
- Acquisition of fintech startups: İş Bank acquired fintech startups to align with new-generation companies and stay competitive.
- Customer-centric organization: The organization reshaped its structure with a focus on customer centricity and value streams aligned with customer needs.
- Cross-functional teams: New services, products, and cross-functional teams were established to promptly address customer expectations.
- Service-based system development: The bank transitioned from legacy monolog systems to modern, service-based systems.
- Agent-focused solutions: Agents were provided with adoptable, easy-to-configure products and services to enhance their flexibility.
- Digitalization-focused Agile Business Unit: A specialized unit was formed to accelerate digitalization efforts, creating digital banking platforms at an increased pace.
- Employee empowerment: Employees were empowered to be decision-makers, fostering a collaborative team environment.
- Strategy to Execution alignment: The bank linked its strategy to execution using an Agile way of thinking and working.