FutureAgile
CREATE THE FUTURE OF COMPANIES

FINANCE SECTOR CASE STUDY

Agile Transformation in Finance Industry

BENEFITS

- Increased adaptability: Koç Finance achieved greater adaptability, enabling swift responses to urgent demands from customers and regulatory authorities.
- Improved customer happiness: The company's customer-centric approach resulted in increased customer happiness and satisfaction.
- Increased Sales Channel satisfaction: Satisfying sales channels, particularly dealers, was a key benefit of the strategic solutions implemented.
- Enhanced employee engagement: The organization successfully increased employee engagement through empowerment and collaborative decision-making.
- Simple and up-to-date systems: Koç Finance created modern, easy-to-configure systems, replacing complex and outdated legacy infrastructure.

Koçfinans

We provide individual and corporate loan services in the automotive industry. We are subject to the Banking Regulation and Supervision Agency (BRSA) and a member of the Association of Financial Leasing, Factoring and Financing Companies (FKB).

We were established in 1995 to provide direct financing to consumers. As a financing company providing loan services, we are the first and leading institution of the sector in Turkey.

CHALLANGES

- Intense finance sector competition: The finance sector has numerous players, and competition is strong, requiring Koç Finance to distinguish itself.
- Customer demand for price advantages and quality services: Balancing price advantages with high-quality services is essential to retain customers.
- Dealers as the main sales channel: Dealers 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: Legacy silos within the organization hindered agility and efficient operations.

SOLUTIONS

- Innovation in products and services: Koç Finance became a pioneer in introducing new financial products and services, reducing time to market for innovations.
- Customer-centric organization: The organization reshaped its structure with a focus on customer centricity and value streams aligned with customer needs.
- Creating new business ventures: Koç Finance ventured into new areas such as Insurance Agent support to stay competitive.
- Cross-functional teams: New services, products, and cross-functional teams were established to promptly address customer expectations.
- Service-based system development: The company transitioned from legacy monolog systems to modern, service-based systems.
- Dealer-focused solutions: Dealers were provided with adoptable, easy-to-configure products and services to enhance their flexibility.
- Digitalization-focused Agile Business Units: Specialized units were formed to accelerate digitalization efforts, creating digital platforms at an increased pace.
- Employee empowerment: Employees were empowered to be decision-makers, fostering a collaborative team environment.
- Strategy to Execution alignment: The company linked its strategy to execution using an Agile way of thinking and working.