İşbank's Maxi

Clinc and İşbank launch one of the largest mobile banking
virtual assistant to over 8.2 million people, in Turkish.

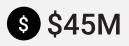| 📱 **8.2M**	👍 **15%**	👤 **2.5M**	👆 **10,11**	💲 **$45M**
Available for mobile app users	Monthly user growth	Active users	Interactions per user	Value of transactions

We live in an era where every moment in a customer's journey matters, and the ability to serve customers at the right time and the right place with a memorable experience is of utmost importance. This is why İşbank sought to differentiate themselves by offering a digital banking assistant to customers that brings together the best of both digital and face-to-face channels. İşbank utilized NLP and deep learning, grounded with AI, to build a robust customer experience through the use of an enduring and sustainable digital banking assistant.

İşbank, Turkey's largest private bank, wanted to launch a digital banking assistant to help their customers better navigate their accounts in Turkish - but they needed a good AI solution. They were struggling to find a vendor that could accommodate the Turkish language and also provide the freedom and flexibility for İşbank to build the app themselves. That's when they found Clinc. Clinc worked on developing Maxi's unique capabilities with a dedicated in house Product Team, using the most advanced AI technologies, deep learning and NLP. With Clinc, İşbank was able to launch their mobile banking virtual assistant - Maxi - to more than 7.5 million people, in Turkish. Since its launch, İşbank has seen incredible results, including widespread adoption and satisfaction by more than 5.5 million users, with an average of 9.8 interactions per user.

Building the Assistant

İşbank worked with the Clinc's AI Platform and began a rapid cycle of designing, building, and deploying. Using Clinc's technology, İşbank's digital banking assistant Maxi was trained to understand and respond, both in written and spoken format, in Turkish. Leveraging advanced natural language processing, machine learning, and deep neural networks, Clinc's conversational AI platform is able to comprehend, recall, and respond to unstructured, everyday human speech. Cultivating Clinc's unique language processing skills, Maxi was trained with more than 10,000 Turkish sentences and given a unique voice. The project was immensely successful. After only six months of building and two months of roll-out, the Turkish virtual assistant was deployed to all 7.5 million İşbank mobile app users. The assistant, Maxi, supports basic transactions like bill payment and money transfer, as well as complex personal financial management (PFM) queries like spending advice and more with enriched visuals.