

İŞBANK

İşbank used Clinc's AI Platform to build and deploy their mobile banking virtual assistant, Maxi, in Turkish, to 8.2 million customers.



8.2 Million

available to 8.2 million mobile app users



+5 %

monthly user growth



2.5 Million

active users



9.8

interactions per user



\$44 Million

value of transactions

The Challenge

İşbank wanted to create a robust virtual assistant in Turkish, with the ability to support multi-turn use cases like bill payment and money transfer. İşbank struggled to find a vendor that could accommodate the Turkish language and also provide a platform that gave them the freedom to build complex use cases with contextual awareness.



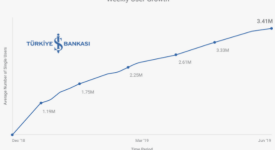
The Solution

İşbank leveraged the Clinc AI Platform to conduct a rapid cycle of designing, building, and deploying conversational AI. Using Clinc's technology, Maxi was trained to understand and respond both in written and spoken format in Turkish. Powered by advanced natural language processing, machine learning, and deep neural networks, Clinc's AI is able to comprehend, recall, and respond to unstructured, everyday human speech.

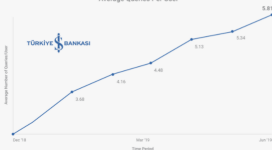
After only 6 months of building and 2 months of roll-out, the Turkish virtual assistant was deployed to all 8.2 million İşbank mobile app users. The assistant, Maxi, supports basic transactions like bill payment and money transfer, as well as complex personal financial management (PFM) queries like spending advice and more with enriched visuals.

Unprecedented Customer Adoption

Weekly User Growth



Average Queries Per User



Being Responsive in a Time of Crisis

As coronavirus became a life-threatening pandemic in Turkey, İşbank was able to use Clinc's advanced technology to release 4 new COVID-related intents in only one week. Thanks to these new capabilities, in just one month, Maxi answered over 1 million questions about the coronavirus pandemic.



Isbank's Maxi Answers 3 Million Questions for Covid: Built on Clinc

5.7M USERS

Today, having over 5.7 million users, Maxi showed how important



1 Million

queries in 1 month



1 Week

deployed in less than 1 week



22%

ratio of COVID-19 queries to regular Maxi queries



77%

increase in usage



4

COVID-19 competencies