

GLORY



Improving customer service and teller efficiency through innovation

İşbank, Turkey

İŞBANK



“Our customers want something different from what has been offered to them in other bank branches. Customers no longer come to our branches because they just want cash, they come when they need advice, when they want to talk to a teller about more complex transactions. But they also want to be able to carry out their cash transactions quickly and efficiently at the same time; they do not want to wait in long queues.”

ABOUT İŞBANK

İşbank was established in 1924 at the initiative of Mustafa Kemal Atatürk, the founder of modern Turkey, with the aim of financing the nation's industry through the provision of both loans and equity participations. As of September 30, 2014, İşbank is the largest Turkish bank in terms of total loans and largest private bank in terms of total assets and shareholder's equity. Furthermore, İşbank ranks first among private sector banks in terms of FX, TL, demand and total deposits.

Having a highly sophisticated IT infrastructure, İşbank possesses the most widespread high-technology based alternative distribution channels. İşbank launched electronic banking in Turkey with the introduction of Turkey's first ATM in 1982.

As of 26th January 2015, İşbank offers a wide range of products through its domestic branch network, 6,298 ATMs, its telephone and internet banking systems. İşbank is the largest Turkish bank in terms of numbers of ATMs. As of September 30, 2014, with its 1,324 domestic and 24 foreign branches İşbank has the largest branch network among privately owned banks in Turkey.



THE CHALLENGE

İşbank is a national institution and enjoys a powerful relationship with the Turkish people. The Bank wanted to create a customer experience in their branches that would provide them with a clear competitive advantage and to demonstrate the progressive and innovative nature of the organisation.

İşbank had already deployed state-of-the-art hardware and software technologies throughout its organisation to complement the Bank's online real-time operations and efficient banking options. But additionally, İşbank wanted to ensure its branch staff were equipped with the latest technology to allow them to handle cash – which accounts for 66% of transactions in their branches – in the most cost-effective and efficient manner. İşbank's prime aim was to reduce transaction and customer waiting times in their branches in order to improve service levels.

İşbank's commercial strategy has always been aimed at customer satisfaction. İşbank says, "Our customers want something different from what has been offered to them in other bank branches. Customers no longer come to our branches because they just want cash, they come when they need advice, when they want to talk to a teller about more complex transactions. But they also want to be able to carry out their cash transactions quickly and efficiently at the same time; they do not want to wait in long queues".



THE SOLUTION

İşbank strongly values its reputation as an innovator in the Turkish banking industry and therefore one of the Bank's strategies was to use the latest cash handling technology available, to provide an improved and faster service to their customers when they visit an İşbank branch. In addition, the Bank also wanted to enhance their branch security, multi-currency handling and reconciliation processes.

The Glory Vertera™ teller cash recycler was chosen to take part in a pilot installation in İşbank's branches. During the pilot, both tellers and branch managers were very positive about the Vertera and could see the benefits that could be derived for the Bank, in terms of speed and performance at the teller position.

“Cash accounts for 66% of transactions carried out in İşbank branches.”



GLORY'S TELLER CASH RECYCLERS

The main benefits of deploying Glory's teller cash recyclers from İşbank's perspective were:

- Reduced customer waiting times
- Improved teller efficiency with dual usage and less vault visits
- Increased customer engagement
- Reduction of monotonous and repetitive tasks
- Elimination of manual banknote authentication
- Under-counter ergonomic design
- Increased up-sell/cross-sell opportunities
- Enhanced performance and availability
- Full range of advanced detection and authentication technology



THE BENEFITS FOR İŞBANK



“By introducing teller cash recyclers from Glory, we are making a positive impact for customers when they visit our branches, in terms of the service we are now able to deliver.”

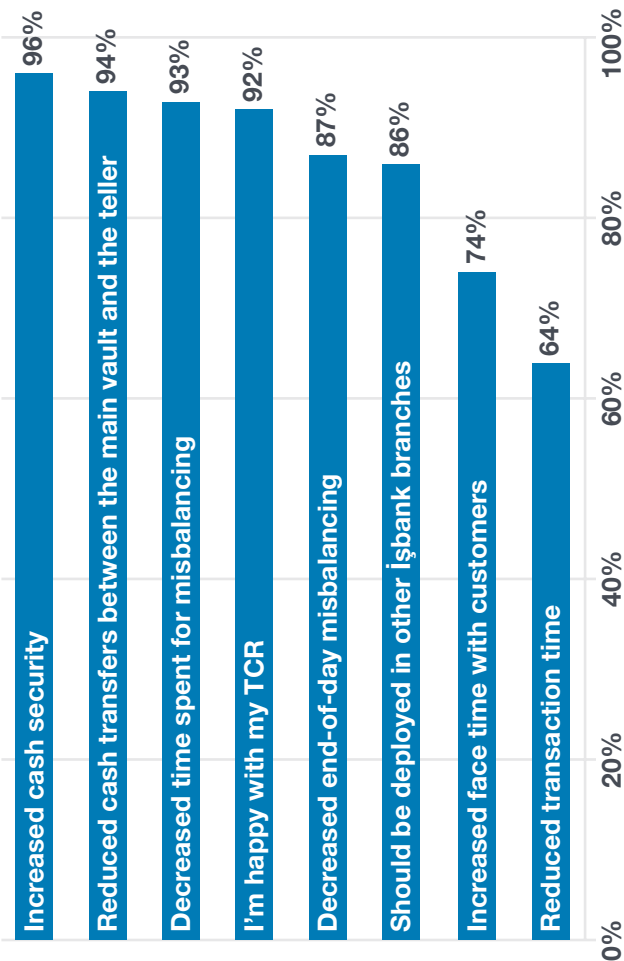
With the pilot branches delivering upon the Bank’s expectations, İşbank started on a progressive rollout of teller cash recycling technology in their branches.

In 2009, İşbank ordered their first 500 Vertera units, followed by a further 300 later in the year. After this successful deployment, İşbank ordered further teller cash recyclers to widen the reach of the technology, ordering 270 more Verteras followed by most recently 600 RBG-200 units. Today, İşbank has a total of 1670 teller cash recyclers from Glory installed across 950 branches.

Following a successful rollout, İşbank has seen an immediate impact of utilising teller cash recyclers in their branches.

78 minutes per teller per day has been saved in cash handling related activities, such as start-of-day processing, vault transfers and end of day balancing.

“İşbank reports a saving of 78 minutes per teller, per day.”



After the deployment of the Glory devices, İşbank surveyed 1080 tellers and the results were an overwhelming endorsement for the new cash handling technology.

For İşbank, cash reconciliation speeds have greatly improved and the amount of time tellers need to make vault buy/sell transactions are vastly reduced, due to the cash recycling aspect of the technology. By using the Glory teller cash recyclers, the Bank has been able to increase cash security, with 96% of tellers seeing this aspect as having a very positive benefit on their day-to-day job satisfaction. Tellers have also reported feeling more at ease when handling cash, as the device offers secure storage and all transactions are automatically recorded.

İşbank reports, “By introducing teller cash recyclers from Glory, we are making a positive impact for customers when they visit our branches, in terms of the service we are now able to deliver. For our staff, they have more opportunities to interact with customers directly and we are confident that this, in turn, will improve their overall sales and service skills – these are very important skills in today’s increasingly competitive market within Turkey.”

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CS-ISBANK-0525_2.1

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