

Another ground breaking service following Facebook Banking

DenizBank accepts credit applications via Twitter with its “@DenizKredi” account on Twitter!

DenizBank broke another ground in Turkey by starting to accept credit applications through “Direct Message” on Twitter, one of the most commonly used social networking sites in the world. The new application of DenizBank enables to apply for a credit without logging out of Twitter.

Realizing another innovation in Turkish banking sector, **DenizBank** enables its customers to apply for a credit through “Direct Message” (DM) on **Twitter**, one of the largest social networking sites in the world. DenizBank had previously opened a branch on Facebook and started Facebook banking as the first of its kind application in the world. For this new service of DenizBank, a new account named **@DenizKredi** was created on Twitter. People who send their ID number and mobile phone number with a direct message to @DenizKredi receive an SMS in response to their credit application. @DenizKredi account teaches in 140 characters its followers how to apply for a credit. Within the framework of this new service, DenizBank will not charge any file handling fees to applicants via Twitter borrowing credits with maturities of up to 36 months.

“We are wherever customers are”

Making a statement about the subject, DenizBank’s EVP in charge of Digital Generation Banking **Murat Çelik** said: “Nowadays, alternative distribution channels are undergoing important changes and brand new channels are entering our life. Nearly all banking transactions can now be made in our ATMs with/without a card while limits of services on internet banking have gone beyond everyday banking transactions. As DenizBank, we believe the two golden rules of competing at the peak are innovation along with adaptation to new technologies and platforms. With the new digital age, DenizBank aims at taking services wherever its customers are. Since Twitter is one of those networks, we started a brand new service in this field. Introducing the high-end technologies to the banking sector before any other player, our Bank will continue to make innovations.”