

DenizBank reached the finale in the BAI – Finacle Global Banking Innovation Awards!

With its Facebook Banking application, which created tremendous impression globally, DenizBank reached the finale in the world’s most prestigious banking organization, 2012 Finacle Global Banking Innovation Awards held within BAI, in the category of Channel Innovation.

Undersigning a new application in the Turkish banking sector and making it possible for its customers to realize banking transactions via the world’s largest social media platform Facebook, **DenizBank** continues to achieve more with this project globally. DenizBank reached the finale in the world’s most prestigious banking organization BAI – Finacle Global Banking Innovation Awards in Channel Innovation category among 152 candidates. The winners of the contest, whereby many innovative projects that influenced the banking sector globally are evaluated, will be announced on October 9th, 2012.

“International achievements make us more ambitions”

Making a statement about the topic, DenizBank CEO **Hakan Ateş** stated that Facebook Banking application was a breakthrough and they would add brand new features and continue to develop. Reminding that they received a congratulatory message from Facebook headquarters on the first days of promotion of Facebook Banking, Ateş said that the differentiation of DenizBank with innovation crossed the borders of the country.

Saying that they are the only bank that receives credit applications with special interest rates via Twitter and Facebook and they plan to initiate many innovations to facilitate the lives of the customers in these channels, Ateş expressed that they continue to also develop their mobile payment infrastructure “CepParam” (Mobile Wallet) with new features. Ateş said, “As DenizBank, we closely follow technology and realize breakthroughs in the sector with our innovative applications. Our Bank invests in important and value adding applications in digital platforms. It makes us more ambitious to work as these investments in R&D and technology succeed and are appreciated by globally prestigious institutions. I hereby would like to congratulate my colleagues who contributed to the Facebook Banking project which took us in the finale in this prestigious contest.”

DenizBank was the first bank in the world to make money transfer on Facebook. DenizBank customers are able to send money from their Facebook accounts 24/7 to anyone, regardless of them being DenizBank customers or not, to their mobile phones and the recipients can withdraw the amount from any DenizBank ATM or make money transfer via their mobile phones with no limitations. This is offered completely free of charge. DenizBank Facebook

Branch followers can also use calculation tools and make product applications from fast application fields. They can manage their daily works with "Agenda" application and with the "Make a Fan" Application, they can change the pictures of their relatives and loved ones by making them wear the colors of the football clubs they support and share them in Facebook. This project of DenizBank was found interesting and examined in detail by Facebook management.