

Two major international awards to DenizBank: “Best Customer Focus” and “Best Organizational Communication” in Business Process Management

- **The Business Process Management (BPM) which was launched by DenizBank in line with its customer satisfaction goal and which covers all business processes and identifies the ownership of these processes, has won two major awards in the international arena.**
- **The programme was granted the “Best Organizational Communication Award” by League of American Communications Professionals (LACP) and the “Best Customer Focus” by “The Best Business Awards”, another prestigious organization in the world.**

DenizBank, which has become different with its pioneer applications in Turkish banking sector, has won two important awards in the international arena with its Business Process Management (BPM) Programme.

The BPM Programme, which addresses all business processes and identifies the ownership of these processes as well as regularly following the business process performance by making service level agreements, has been granted the “Best Organizational Communication” award by LACP, League of American Communications Professionals. The programme has also been granted an award in “Best Customer Focus” category by The Best Business Awards, in which thousands of projects, including private and public ones, are evaluated in the international arena and which is one of the most prestigious awards of UK.

About BPM (Business Process Management) Programme

In order to provide its customers the fastest services with the highest quality, DenizBank, which places customer satisfaction principle in the center of all its activities, optimizes all business processes within the framework of Business Process Management Programme which was established as an extension of this perception. Within the Learning Organization structure which was established to continuously measure the business processes, to compare them with those of the competitors and to take them a step further each day, regulations are provided by detecting development points both in terms of customer and in terms of internal efficiency. The success of this programme, which is supported with the feedback of the customers, has a considerable importance as a meaningful response to DenizBank’s goal of facilitating the life of its customers.

“Our awards are the concrete responses to our efforts of providing a better service to our customers”

By remarking that the success of the business model, which was launched by the Bank, was registered in the sectorial and international platform, **Dilek Duman**, DenizBank Executive Vice President in charge of Information Technologies and Support Operations Group, has stated “As DenizBank, despite our young age, we lead our sector in terms of innovative applications. We place customer satisfaction in the center of all business processes; we become different with our process based optimization structure which we have established to make the service provided to our customers measurable and supportable. DenizBank Business Processes Management Programme, which was established in a transparent, measurable and performance based structure, is managed with the contribution of all DenizBank employees, including the employees of our branch and the employees of the head office. We consider that the top management’s embracing the subject and spreading this awareness to the field forms the core principle in the success of this programme. We are proud and happy to certify our success in this field in the world with the awards we have been honored with on a global scale.”

About Best Business Awards

Best Business Awards UK Awards, is a platform to which the leading institutions of the world participate and which grants awards the best organization programmes that provide service by placing the customer as its focus. The Best Business Awards which has been organized since 2003, is one of the most prestigious organizations in which thousands of projects, including private, public and sub-contractor projects, are evaluated.

About LACP

LACP Awards has been organized by the League of American Communications Professionals since 2001 to award the projects with the most successful communication strategy in the world. It is known as a prestigious award platform to which companies in more than 25 countries participate, regardless of the size and sector and varying from the companies at the top of Fortune 500 to foundations.

About DenizBank

DenizBank was established in 1938 as a state economic enterprise aimed at funding of the developing Turkish maritime sector. In the early 1997, DenizBank was acquired by the Zorlu Holding in the form of banking license from the Privatization Administration and in October 2006, a leading European financial group, Dexia incorporated it to its structure. For 6 years, DenizBank operated in Dexia’s main shareholding and since 28 September 2012, continues providing services under the umbrella of Russia’s largest and well-rooted bank, Sberbank. DenizBank has become one of the remarkable banks of Turkey in a short period of time. DenizBank Financial Services Group was established in 2003 in order to create a “financial supermarket” accumulating various financial services under one roof. There are totally 725 branches within DenizBank Financial Services Group operating in 81 provinces of Turkey and abroad employing close to 15 thousand people. DenizBank Financial Services Group consists of DenizBank, six domestic, three domestic non-financial subsidiaries, three international financial subsidiaries and a branch in Bahrain. Deniz Investment Securities, Deniz Real Estate Investment Trust, DenizPortfolio Management, DenizLeasing, DenizFactoring, Deniz Asset Management Company, Intertech, Deniz Kültür and Bantaş are the group’s domestic subsidiaries while Eurodeniz, DenizBank AG and DenizBank Moscow are its international subsidiaries.

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About Sberbank

Sberbank of Russia is Russia's largest bank and a leading global financial institution. Sberbank holds almost one third of aggregate Russian banking sector assets, it is the key lender to the national economy and the biggest deposit taker in Russia. The Central Bank of the Russian Federation is the founder and principal shareholder of Sberbank owning 50% of the Bank's authorized capital plus one voting share and other shares are held by domestic and international investors. Sberbank has more than 110 million individual customers and 1 million corporate clients in 20 countries. Sberbank has the largest distribution network in Russia with more than 18,000 branches, and its international operations include UK, US, CIS, Central and Eastern Europe, Turkey and other countries. Sberbank holds the general banking license No.1481 issued by the Bank of Russia.

The official website is www.sberbank.ru