

Digital Channels Lead in Customer Onboarding

Launched in May 2021, digital customer onboarding process has reached 1 million monthly applications in the sector. Convenience of becoming a bank customer quickly and securely, without having to go to a branch, has been adopted quite rapidly. DenizBank keeps increasing its market share in digital onboarding in the sector with 150 thousand customers acquired monthly.

DenizBank Executive Vice President in charge of Digital Transformation, Change Management and Non-Branch Channels, Mr. Umut Özdoğan stated that they acquired 6 out of 10 customers through **Digital Onboarding Process** and increased the share of digital channels in new customer acquisition. Özdoğan said, "Being able to access banking services without having to go to a branch has fulfilled the need for easy and accessible banking with digital onboarding process. In return, a significant transformation has started in branches with regard to efficiency. We are aware that our customers wish to meet their financial needs without losing time and use their time efficiently. Digital Onboarding has transformed the process of becoming a bank customer in a practical and fast way that we have never experienced before. As DenizBank, we provide pre-approved limits for products such as credit cards to users who become customers via digital channels, offering them instant use and render the process digital end-to-end in many fundamental banking needs. Besides offering free-of-charge transactions at MobilDeniz, which is our Bank's main customer acquisition channel, we also provide favourable interest rates and advantages in many products. 150 thousand people have become DenizBank customers in a month with our special campaign in August. As an institution, our point of departure has been "what does the customer want" since day one. We will continue to do our best to make services accessible for our customers in the most efficient way and to facilitate financial transactions with our power in technology and innovation."

It is possible to become a customer remotely in less than 10 minutes at DenizBank

After downloading MobilDeniz, users complete the steps for "Become a Customer" and become DenizBank customers. Video call and 'complete application with courier' options are offered during application. Video call representatives offer services with sign language to the hearing impaired citizens. As the customer completes his or her application process, exclusive pre-approved limits and products are offered. With MobilDeniz, this process is completed in under 10 minutes.