

## Yapı Kredi

Customer: [YAPI KREDİ](#)

Sectors: [Finance](#)

Services: [Research and Data Analysis](#)

One of Turkey's biggest private banks {Yapı Kredi} was trying to understand the market demand of credit card ownership. StratejiCo.'s advice helped the company's management be prepared for unexpected market conditions.

### Challenge

In 1989, {Yapı Kredi} was working to reshape the banking industry in Turkey. At that time, consumer credit cards weren't used, people were only using debit cards. To implement its top-priority strategy of becoming 'The country's first real consumer bank', StratejiCo. was appointed.

### Solution

Our research demonstrated that the demand for ownership of credit cards would exceed the market analysis of company management. We advised {Yapı Kredi} to improve its business processes and software infrastructure to meet the rapidly growing customer expectations.

### Result

Our **forecast** of one million cardholders, which exceeded the bank's own estimation (100,000), was proved to be accurate. With this forecast, {Yapı Kredi} upgraded its software infrastructure to accommodate the increasing demand.