StratejiCo.

Yap■ Kredi

Customer: YAPI KREDI

Sectors: Finance

Services: Research and Data Analysis

One of Turkey’s biggest private banks **{Yap■ 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, **{Yap■ 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 **{Yap■ 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, **{Yap■ Kredi}** upgraded its software infrastructure to accommodate the increasing demand.