

# Case study: Bank Asya

Experian helps Bank Asya grow customer relationships profitably



## Client

With 250 branches and 5,100 staff, Bank Asya is the market leader of interest-free banking in Turkey. Bank Asya selected Experian's PowerCurve™ Customer Management solution to address its aggressive growth objectives.



PowerCurve™ Customer Management evaluates all three million Bank Asya customers to create, test and deliver the most effective customer strategies. It provides greater insight to accurately quantify each customer's potential lifetime value, enabling the bank to improve profitability by optimising cross-sell and upsell offers.

Experian utilised its local business consultants and international product experts, to develop the Bank Asya

solution and deploy it rapidly for an impressive return on investment.

PowerCurve™ Customer Management quickly delivered significant results, including a take-up rate of 54 per cent for limit increase campaigns, and a 49 per cent increase in credit card transaction volume on customers with increased limits.

**“Experian’s PowerCurve Customer Management system gives us a holistic view of our customers which has enhanced our performance both in limit management and collections. The support of Experian’s local and international team of business experts gave us the confidence that we were implementing a system that was validated for our market and would position us for growth.”**

**Hasan A Kucuk**  
**Senior Vice President**  
**Bank Asya**