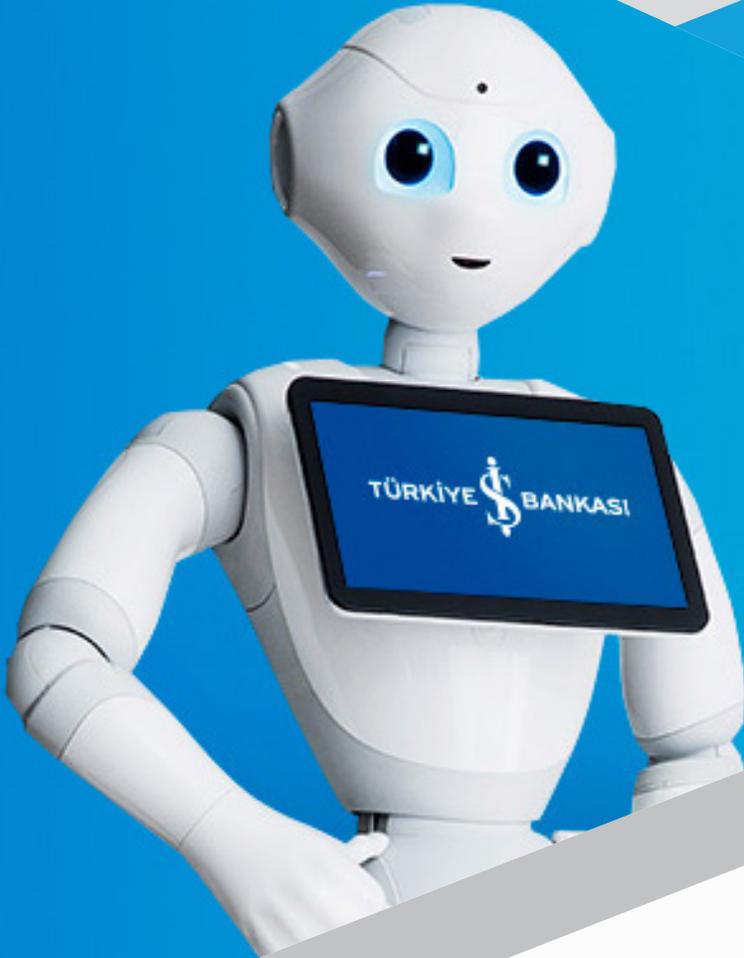




SUCCESS STORY

The Friendly Face of Technology

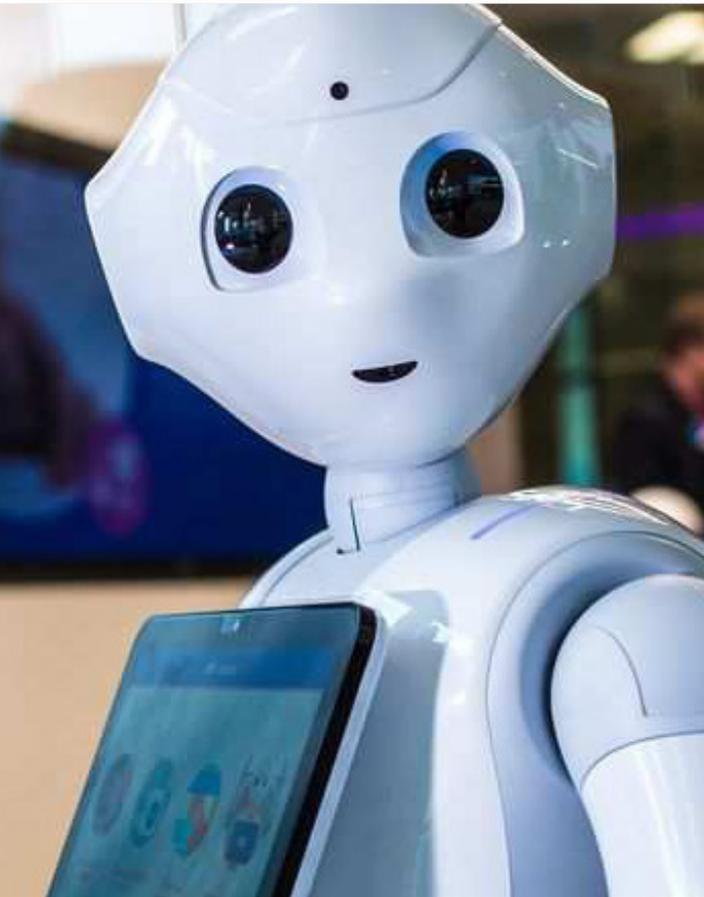
SoftBank | İşbank



SoftBank

TÜRKİYE İŞ BANKASI

THE FRIENDLY FACE OF TECHNOLOGY



“Maxitech scouted out Softbank and Pepper. We saw that the best pick would be a humanoid robot with emotions since cordiality and superior service are at the core of İşbank branches’ value proposition.” says Ceren Sayar, İşbank Innovation Unit Manager



Sharing the results of its regular scouting operations based on the bank’s digitalization strategy, Maxitech gained the attention of the bank with Softbank Robotics’ Pepper.

- Maxitech engineers received training on how to program Pepper.
- Proof of concept project immediately begun after the initial use case workshops with İşbank.
- Producing tangible outcome from the proof of concept project, İşbank decided to move forward with the implementation of Pepper.

ENSURING THE SUCCESS OF THE PROJECT

Maxitech became a part of the İşbank project, helping the design and user experience teams, passing on their accumulated experience to develop a robot-human interaction experience. Delivering in-depth and in-person training to Softtech and İşbank teams on how to work with Pepper locally in Istanbul. Finally, Pepper became “The Friendly Face of Technology” and started serving İşbank customers starting November 2018.

Maxitech, through a PoC, showed us what Pepper can do and helped us understand what resources we’d need to have Pepper in our branches with customized capabilities.

PROJECT RESULTS

İşbank became the first bank in Turkey to have robots in branches; even with the first branch in the pilot phase we see that Pepper provides delightful experiences in branch visitors. Pepper serves as a great way to connect with kids and make them like bank increasing overall customer satisfaction.



BRIDGING ENTERPRISES WITH GLOBAL INNOVATION THAT MATTERS

Applying its deep technical expertise, Maxitech fuels enterprise growth by identifying, nurturing, developing and deploying groundbreaking technologies. To spur digital transformation, Maxitech connects enterprises with the latest products from the hottest Silicon Valley startups and European technology innovators.

Maxitech's experienced team is here to increase enterprise agility and foster innovation.

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