

GARANTI BBVA INTEGRATED ANNUAL REPORT 2019

NEXT
DECADE



İlker Kuruöz, EVP of
Engineering & Data, talks
about leveraging advanced
data analytics and AI.

Banks started many years ago to analyze their customers with traditional data and to set their marketing and risk strategies by creating customer profiles. Nowadays, with digital transformation and developing technologies, data can be obtained, stored and most importantly processed at every point where the customer interacts with the bank.

Today, artificial intelligence and machine learning are integrated into all kinds of business processes, so that customers can have smarter, differentiated and personalized experiences. We know our customers better with over 500 machine learning models, we can offer right services and products on the right channel, at the right time. We automated our credit lending processes with our application and behavior models. Thanks to our models, we can detect and prevent fraudulent transactions. We can identify new places for ATM or Branch locations that will increase our customers' satisfaction. We follow social media with our artificial intelligence models, ingest and categorize interactions about us. In order to provide the best service in branches, we do segmentation studies and minimize unwanted waiting times.

Another use of artificial intelligence and machine learning in banking is cost saving. Chat bots, virtual assistants, automation of repetitive jobs, and the introduction of robots, give people the opportunity to focus on tasks that create value.

While the digitalization and data collected from the customer are increasing rapidly, the security of this information is of great importance. Cyber criminals also develop their competencies in parallel with technology, and more complex crime mechanisms appear. Accordingly, cyber security will continue to be a prominent issue in the next 10 years. We will continue to keep our security at the highest level by taking advantage of artificial intelligence.

As Garanti BBVA, we invest into new technologies to manage risks in the best way in a cyber-world that does not have borders. We continuously assess our risk levels and develop capabilities to monitor and overcome threats.

In addition to developing best in class technology; business continuity, compliance to regulations, certification and standards have the highest priority on our agenda. In order to contribute to our country's cybersecurity initiatives as Garanti BBVA, we also work in close cooperation with our regulators (BDDK and BTK), our national level cyber security team (SOME), and TÜBİSAD.