



Google Search Appliance helps transform customer experience for Yapı Kredi



At a Glance

What they wanted to do

- Redesign the website with search at its core
- Improve searchability of the website for customers
- Increase sales and lead generation capabilities and create .
- Enable customers to search for the products they want and directly reach the product page without having to browse through several links and pages.

What they did

- Chose Google Search Appliance to underpin website and internal search infrastructure

What they accomplished

- Better ROI and lead generation through a fast, search-focused experience
- Created a process by which they could learn from search data and gradually improve their ability to anticipate future search frequency.
- Improved customer experience
- Loan applications increased by 134%
- 1000% increase the number of daily site searches
- Additional average 30 seconds per user spent on the site

Find out more:

google.com/gsa

Customer

Yapı Kredi is one of the largest retail banks and the largest credit card issuing company in Turkey. The company has approximately 9 million customers. It has 17,000 employees in over 940 branches across Turkey. Yapı Kredi website www.yapikredi.com.tr has 3 million unique monthly visitors.

Challenge

Yapı Kredi has a strong inherent culture of customer-centric banking. To help improve the customer experience for its online customers, the bank had undertaken a project to re-design its website to include a huge range of information, spanning products, services, announcements, news, market info and much more. With such a range of critical data to present, it was decided that smart integration of search into the page would help create a smooth, professional user experience and address all visiting clients' needs.

"We have not only created a superior and striking experience, we've been able to do so quickly and efficiently, with 'search-first' as the catalyst."

The new yapikredi.com.tr site was designed around a central search feature, appearing in the center of the main page and acting as the primary way to navigate the site. However, the tool that supplied search for the previous site simply couldn't support this ambitious plan. The hunt began for a better product that would supply intelligent, accurate, reliable results across the site, no matter what the customer was looking for.

Solution

Yapı Kredi decided to revamp its search infrastructure by deploying the Google Search Appliance (GSA). The GSA provides organisations with search capabilities based on Google.com in a hardware device that can be easily integrated into existing technology systems and infrastructure.

"We evaluated several enterprise search solutions and chose the Google Search Appliance because of its advanced relevancy, ease of use, familiarity and lower TCO," says Yakup Dogan, Assistant General Manager in charge of Alternate Distribution Channels in Yapı Kredi.

"Data security was also very important to us, so the GSA's ability to integrate all of the domain's security features was crucial."

The deployment was carried out by Global IT, a Premier Google Enterprise Partner in Turkey. The ongoing administration and maintenance of the appliance is being handled by just one Yapı Kredi employee.

Yapı Kredi reprocessed and redesigned its assets and digital products with search in mind. Using GSA's Dynamic Navigation feature, alongside OneBox, KeyMatch and Related Queries, the company defined approximately 6,000 keywords to anticipate the 'most searched' results on the first page. Having collected phrases from searches on the previous site, the team were able to predict a starting set of popular keymatches for better and faster results from day one.

"Implementing the Google Search Appliance was a very smooth process and actually gave us a reason to go back to all our content and put it into a more ordered and helpful format," argues Dogan. "We have not only created a superior and striking experience, we've been able to do so quickly and efficiently, with 'search-first' as the catalyst."

Benefits

As a result of the new search-centred approach, the volume and quality of searches performed on the new site has skyrocketed. There has been an 1000% increase in the number of daily site visits and the average visitor is spending 30 more seconds on the new website than they did previously. Most importantly, all this increased traffic and engagement is having a genuine business impact. The bank has attributed a 134% increase in loan applications to the improved site experience.

"We believe we've set a new standard for a simple, effective website experience in the financial sector," says Dogan. "By greeting visitors with the prompt; "how can we help you?", the site immediately establishes a customer-centric approach that, powered by Google Search, is designed to deliver. Soon after the new site was launched, positive sentiment from customers on social media, calls and emails confirmed their appreciation of the new approach."

Despite this enormous growth, thanks to the GSA the number of admin staff dedicated to search remains the same. Also because this volume of data is now so much higher, it means that the team can better understand what customers need and are looking for most commonly. Combining this with web analytics is creating a whole new level of insight into their expectations, frustrations and requirements.

"Because search is intrinsically a source of data and user intentions on a site, encouraging our customers to use it is a self-improving strategy. The more they search, the more we learn about their behaviour and



About Google Search Appliance

With the Google Search Appliance (GSA), the search experience shared by millions across the globe can be harnessed by your individual company with specific enterprise enhancements that make searching easier, intuitive, and customisable. Ready to index most enterprise content right “out of the box,” the GSA turns your company’s intranet or website search engine into a system that is as relevant and reliable as Google’s - with the same ease of use.

For more information visit:
google.com/enterprise/search

the more easily we can help them find what they were looking for. This enhanced visibility also enables us to better target our promotion of products to the right people at the right time during their visit, and increase sales. We plan to use the Query Suggestions feature to improve this journey to a point when in the future, we expect that just a single word will be enough to get the most effective results,” says Dogan.

The website is the centrepiece of the bank’s wider engagement channels, which encompass internet banking, mobile financial services and social media platforms. The reliable, quality experience provided by the GSA has therefore had a far reaching impact. It has provided the bank with the confidence to explore these other channels in more depth and expand its horizons on improving customer experience even further.

Alongside the benefits in the primary site experience, using the GSA hardware also lets Yapı Kredi optimise its site as effectively as possible to show up in search engine queries. Elements like meta tags, descriptive links, mobile friendliness and accessibility options become an integrated and fundamental part of the process rather than an afterthought.

“Improving the online search experience was something that we knew could deliver tangible benefits for our customers and was a key business priority for Yapı Kredi,” concludes Dogan. “The GSA has enabled us to deliver a best-in-class website for our customers, and helped improve their overall experience with us.”

