

Case Studies

Fortis Bank

Overview

Fortis is an international provider of banking and insurance services to personal, business and institutional customers. Fortis deliver a total package of financial products and services through their own high-performance channels, and via intermediaries and other partners.

Fortis ranks among Europe's top 20 financial institutions, with a market capitalisation of EUR 43 billion. With excellent solvency, a presence in over 50 countries and a dedicated, professional workforce of 60,000, our company combines global strength with local flexibility.





Challenge

Fortis is one of Turkey's top 10 banks with 300 branches. Each Fortis branch had a considerable number of customers, who used tellers for simple, low profit transactions. The bank wanted an alternative channel to promote their internet banking site, and divert customers to this channel for simple transactions.

Ki Solution

Working with the Fortis team, we designed a kiosk system with the following functions;

- Self service kiosk terminal with touch screen, motorized card reader, thermal printer, control card
- Access to call center services
- A striking cabinet design to promote the Fortis brand.

Result

Following the deployment of the Ki Kiosks, teller transactions decreased and the terminals had a large impact on the reduction of teller transactions and the increase of the bank's brand image. Based on this success, Fortis decided to deploy kiosks to off-branch sites such as airports, malls, fast-food restaurants and etc. The project still continues in phases as the number of the bank's branches increases.