

Being Responsive in the Time of COVID-19



In just one month, İşbank's virtual assistant Maxi answered more than 1 million questions about the coronavirus pandemic.

Q 1M

Queries in 1 month

1Wk

Deployed in less than 1 week

22%

Ratio of COVID-19 queries to regular Maxi queries

70%

Increase in usage

4

COVID-19 competencies

Maintaining the Personal Touch

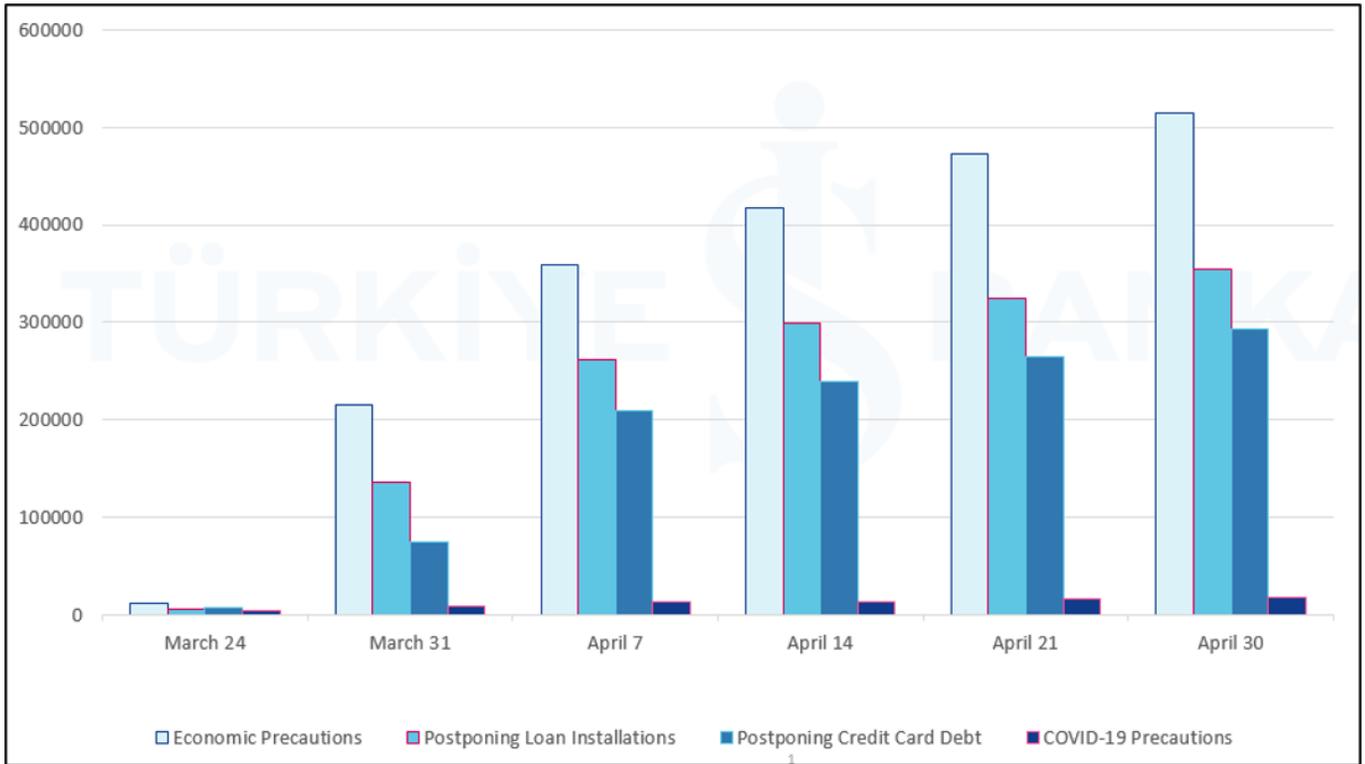
As COVID-19 (also called coronavirus) cases increased in numbers and severity in Turkey, people were instructed to go into self-isolation to help stop the spread of disease, impacting businesses across industries. Like countries across the world, the pandemic put a halt to normal, everyday life in Turkey. Seeing the effects of coronavirus, İşbank, Turkey's largest private bank, decided to proactively prioritize its customers' health and implemented precautions to better adjust its services for the new isolated environment. İşbank's virtual assistant, Maxi, was a major part of the bank's response. Maxi's primary skill, mimicking a real human conversation -- made possible using Clinc's NLP and AI technologies -- became an even more valuable asset during the pandemic crisis. Thanks to Maxi's well-polished conversational skills, the digital banking assistant stands out as an important alternative to the face-to-face communication in branches no longer allowed as businesses and banks temporarily closed.

Expectedly, traffic in transactions operated by Maxi showed a sharp increase as soon as İşbank customers went into self-isolation. Despite heavier than normal traffic, Maxi has preserved its usual speed and accuracy.

Responsiveness

As coronavirus became a life-threatening pandemic in Turkey, İşbank released an "Economic Support Package" to help customers experiencing financial difficulties during the isolation period. This package included information on the coronavirus cases, as well as campaigns regarding existing debts. Immediately after this package was released, Maxi was trained with 4 new intents to address any new questions starting on March 24, 2020.

These intents included certain transactions, such as postponing existing loan installations and credit card debts, as well as informing İşbank customers about the economic precautions the Turkish government was taking, and what they could do to stay healthy.



Thanks to Clinc’s advanced technology, Maxi was able to deploy the 4 new intents in less than a week, quickly learning more about each intent as it was asked, so it could answer more accurately day by day; and did not show any signs of crashing, even on high traffic days.

The above graphic shows the daily interactions of Maxi regarding the 4 new intents. Numbers show that a total of 234,000 unique users asked a total of 1,022,794 questions among these 4 new intents. Most queries included words like “debt,” “corona,” “help,” and “support.” Maxi was able to successfully respond to each of them, helping İşbank customers during this time of crisis. The number of and sincerity in positive feedback collected via Maxi proves what a good job the digital banking assistant has done.