



## Akbank Chooses NCR Interactive Video Software to Further Enhance Customer Experience in Main Branch, Mini Branch and Shopping Mall locations

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*First European deployment of NCR SelfServ™ 91 Interactive Teller solution, as leading Turkish bank implements video banking technology*

ISTANBUL--(BUSINESS WIRE)--Mar. 17, 2015-- [NCR Corporation](#) (NYSE: NCR), the global leader in consumer transaction technologies, announced today that [Akbank](#) has chosen NCR Interactive Teller to implement three different uses of the video banking technology in locations around Istanbul. All three use-cases aim to further enhance the customer experience and the effectiveness of Akbank's business by increasing access to everyday banking services for its customers. They include the first European deployment of NCR Interactive Teller on the SelfServ™ 91.

The three uses of NCR video banking technology include the deployment of an NCR Interactive Teller solution at:

- Akbank's Bahariye main branch to decrease teller waiting times and increase the customer satisfaction
- Akbank new mini branch concept in Gültepe district of Istanbul to increase service time from 09:00-17:30 to 09:00 - 21:00
- Cevahir shopping mall to establish cost-efficient to provide convenient banking outlets for the customers where they need it the most

The third use case, at the heart of one of Istanbul's largest shopping malls, aims to provide real-time disbursement of consumer loans for high value items that are sold in the mall, such as flat screen televisions, cell phones, washing machines or furniture.

"Our customers demand the best experience when they bank with Akbank. We leverage the state of the art technology to enhance our service quality and customer satisfaction," said Orkun OGUZ, Direct Banking Executive Vice President, at Akbank. "As we implement NCR Interactive Teller, we aim to further enhance customer service and the effectiveness of our banking services by increasing access to banking services using the technology without losing the advantages of human interaction. This will provide more time for our employees to better serve customers with more complex banking needs and help us transform into an even more customer centric bank."

The efficiency and security created through the centralization of tellers serving ITMs enable financial institutions to deploy new branch network strategies and transform their branch locations into more effective service and sales environments. NCR Interactive Teller lets financial institutions offer access to teller services during non-traditional banking hours, build new small-footprint branches, and provide full teller services in areas not served by branches, all while taking advantage of the advanced features of NCR ATMs such as intelligent deposit, bill pay and new account and loan initiation.

"Financial institutions can compete by differentiating their banking services," said Yalcin Orhon, General Manager of NCR Turkey. "Assisted service banking solutions, such as Interactive Teller, can help achieve this by migrating many transactions from in-branch tellers to remote video tellers, thereby releasing in-branch staff from behind the counter to allow them to provide better service to customers who need help with complex bank products."

### About NCR Corporation

NCR Corporation (NYSE: NCR) is the global leader in consumer transaction technologies, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables nearly 550 million transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Georgia with approximately 29,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries. The company encourages investors to visit its web site which is updated regularly with financial and other important information about NCR.

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