

Company: Yapı Kredi, İstanbul, Türkiye

Nomination Submitted by: Yapı Kredi

Company Description: Yapı Kredi was founded in Istanbul in 1944. It is Türkiye's 4th largest private bank. By the end of 2024, it provides services from 772 branches and digital channels with more than 14 thousand employees. It has numerous national and international awards for its activities.

Nomination Category: Social Media Categories

Nomination Sub Category: Most Innovative Twitter Feed

Nomination Title: Yapı Kredi - Most Innovative Twitter Feed

1. If you are providing a written submission, provide here an essay of up to 625 words describing the innovations expressed through the nominated use of Twitter since 1 January 2023:

Total 556 words used.

As being a bank that introduced numerous dijital innovations for the first time in Türkiye, our presence on digital platforms has always been a priority and carries special importance for us. In line with this vision, we place great importance on our presence on social media to enrich our interaction with customers. It is crucial for us to maintain our innovative approach on social media, both in terms of communication strategies and delivering fast solutions.

Yapı Kredi Hizmet is the X page of Yapı Kredi Bank. Our aim is to reply our customers with heartwarming replies and find a way into their hearts. Instead of common generic ai responses, we use humour and sincere tone while communicating with our customers.

What was the problem?

In the eyes of the users, the entire social media had become a communication channel. They could only convey their complaints and not expect a different approach due to the cold communication preferences of the banks' support accounts. Support accounts unfortunately monotonously communicate with customers on social media and do not touch the customer's feelings.

What did we think?

To break this shell, we thought that we should design communication models that make customers feel special with creative and different touches to many posts about our bank. In addition to their complaints and requests, we determined our strategy with the idea that this model would increase the brand value of our bank at the end of the day and make it a reason for preference.

By identifying these contents, without moving away from the brand's corporate language, we produced visual and audio-supported contents. We implemented our communication strategies without the support of any agency, within our in-house competencies and in a very short time. While producing these contents, we received support from many tools and recently we started to reply our customers with AI-supported tools.

We are the most popular Bank Support Account in X! This approach and our communication language has been very positively received by social media users and we have managed to become the most popular, most followed, most liked and interacted support account among the support accounts in the sector. We still do not have a competitor that can move forward with a language and speed similar to our model, and this language is now in a structure that goes beyond the sector and does not have many examples in our country.

We are aware of the critical importance of Social Media experiences in our bank's acquisition of fan customers. Our approach to customers at X is unique in the sector, even among the support accounts serving on X. In addition to customers' complaints, we handle all their notifications, excitement and happiness about us, and leave our mark on them with personalized responses. This approach has also set us apart on the customer side, with our post engagements, likes and comments far exceeding those of other competitors.

Our Twitter feed is 82% MORE VIEWED, 71% MORE LIKED, 73% MORE REPOSTED, 81% MORE QUOTED and 192% MORE SAVED than our nearest competitor.

In our communications, we actively use all developing technologies such as ChatGPT, KlingAI, Midjourney, Adobe Photoshop, After Effects, Capcut, artificial intelligence models, applications and we do this very quickly as in-house without the support of an agency.

To see all our communication examples and interactions: <https://x.com/YapiKrediHizmet/media>

2. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the innovations in your nominated use of Twitter since 1 January 2023, OR a written essay of up to 625 words? (Choose one):

Written essay of up to 625 words

3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

Attachments/Videos/Links:

[Yapı Kredi - Most Innovative Twitter Feed](#)

No attachment available for this nomination.

