

The Garanti BBVA logo features a green stylized leaf icon to the left of the text "Garanti BBVA" in a bold, blue, sans-serif font.

Garanti BBVA leverages Experian's advanced optimization solution, Optimize, to further enhance the effectiveness of its collections strategies. By embedding a customer-level, value-driven optimization layer on top of its existing setup, the bank strengthens decision-making across different stages of the collections lifecycle—focusing on maximizing recovery, balancing operational costs, and aligning actions with strategic performance targets.

Garanti BBVA is one of Türkiye's leading banks, providing a wide range of financial services to retail, SMEs, commercial, and corporate customers through an extensive branch network and advanced digital channels. With a strong focus on analytical decisioning and data-driven strategy execution, the bank continues to invest in innovative solutions that support scalable, measurable, and sustainable performance across its core banking operations.

Situation

Garanti BBVA manages a large and diverse collection portfolio spanning different stages such as restructuring, active collections, and legal proceedings. While the bank already applied structured collection strategies across these stages, increasing portfolio complexity and business targets created an opportunity to further refine decisioning at the **customer level**.

In particular, the bank sought to:

- Better differentiate customers with varying repayment and restructuring potential
- Assess multiple collection actions simultaneously within a unified decision framework
- Rapidly test and compare alternative strategies against business KPIs
- Strengthen collaboration between different collection stakeholders through a shared, measurable view of impact

The objective was not to replace existing strategies, but to **enhance them with optimization capabilities** that could continuously support decision-making in line with business priorities.

Challenge

As collection strategies expanded across different stages and customer segments, the key challenge was not defining what actions to take, but determining **which action would deliver the highest overall value for each customer—at scale and within operational constraints**.

Decision-making involved multiple trade-offs:

- Maximizing recovery while controlling legal and operational costs
- Balancing short-term outcomes with longer-term portfolio objectives
- Aligning different stakeholder priorities within a single, consistent framework

Evaluating these trade-offs using traditional, sequential analyses made it difficult to:

- View alternative actions side by side with a clear financial comparison
- Quantify the incremental value of strategy adjustments with confidence
- Quickly translate analytical insights into deployable decisions

Garanti BBVA

To support evolving business targets, Garanti BBVA required a way to **systematically optimize customer-level decisions**, ensuring that each collection action was not only valid on its own, but optimal in the context of the broader portfolio.

Solution

To address the complexity of evaluating competing collection actions and their portfolio-wide impact, Garanti BBVA partnered with Experian to embed **Optimize** as a customer-level optimization layer on top of its existing collections framework.

Optimize enabled the bank to:

- Quantify trade-offs between recovery, cost, and operational priorities within a single model
- Compare alternative strategies based on expected financial impact rather than isolated KPIs
- Apply optimization consistently across different collection stages while respecting predefined business constraints

By leveraging mathematical optimization techniques, Optimize evaluated thousands of decision combinations and identified the strategy mix that maximized overall portfolio value—rather than optimizing actions in isolation. This allowed Garanti BBVA to move from sequential, scenario-based assessments to a **systematic, value-driven decisioning approach**.

Within this framework, two complementary optimization applications were implemented:

- Optimizing customer segmentation and allocation within the recovery portfolio based on differentiated repayment potential
- Optimizing Mobile Notification assignment in restructuring to maximize customer-level expected value

Both applications operated under the same optimization logic, ensuring that decisions across different collection stages were aligned with shared business objectives and could be evaluated, adjusted, and deployed rapidly.

Benefits

By embedding Optimize into its established collections framework, Garanti BBVA strengthened how collection decisions are evaluated, aligned, and executed across the organization.

The optimization approach delivered:

- A unified, customer-level decision framework that aligns collection actions with portfolio-wide value, rather than fragmented KPI optimization
- Clear visibility into trade-offs between recovery, cost, and operational priorities, enabling more confident strategic choices
- Faster decision cycles, allowing teams to test, compare, and refine strategies in hours instead of extended analytical iterations
- Stronger alignment across stakeholders, supported by a shared, measurable view of expected impact
- Scalable optimization capabilities that complement existing strategies without operational disruption

Optimize acted as a strategic enabler—enhancing decision quality while preserving flexibility, control, and speed across the collections lifecycle.

Results

The optimization initiatives delivered measurable financial impact while demonstrating the effectiveness of a value-driven decisioning approach.

Key outcomes included:

- Reallocated 3.3% of the total customer base, resulting in approximately **TRY 95 million in incremental annual collection revenue**
- An estimated **TRY 139 million increase in restructuring potential** through customer-level Mobile Notification optimization, corresponding to an uplift of approximately **6.3%** within the same portfolio
- The ability to evaluate multiple scenarios within hours and deploy optimized strategies rapidly, with minimal operational effort

Beyond quantified uplift, Garanti BBVA established a scalable optimization foundation—enabling continuous refinement of collection strategies as portfolio dynamics, business targets, and market conditions evolve.

“Embedding Optimize into our collections decision framework has enabled us to evaluate competing actions at the customer level with full visibility of portfolio impact. The ability to quantify trade-offs between recovery, cost, and strategy—and act on them quickly—has been a key driver of measurable financial value.”



Teoman Alponat
Garanti BBVA
Head of Retail Collections
