



Transforming service

SmartVista takes Banca Transilvania's customer offer to the next level

This leading Romanian bank chose SmartVista **to replace its legacy card management and processing system.**

Today, Banca Transilvania can offer state-of-the-art customer service and sophisticated loyalty programmes with a low-cost solution built on its existing hardware platform.

Challenge

Banca Transilvania (BT) was the first Romanian bank to be listed on the Bucharest Stock Exchange. Initially focusing on the SME sector, today the bank has expanded its operations to include retail and corporate banking. With shareholders including the European Bank for Reconstruction and Development and the World Bank's International Finance Corporation, BT is now Romania's secondlargest bank in terms of assets (after Banca Transilvania acquired Volksbank Romania in 2015).

When support for its existing card management and processing systems became unavailable, BT looked for a replacement. It was important for the bank that any new system could both scale to support its future growth and also support a loyalty program for its customers and merchants.

Solution

The bank ultimately chose to migrate to a SmartVista solution from BPC, **attracted by the system's flexibility and cost-effectiveness.**

As Executive Director and COO Leo Toderici pointed out: "It was easy to migrate to SmartVista, with no need for expenditure on our existing hardware. And because we don't have to invest in development, we can launch new products at low cost." BT's IT Director Marius Ursuti reinforced this view: "When you want to launch a product with SmartVista it's just a matter of settings. The functionality is already there: we just need to adjust some parameters and we can launch a product."

BT used SmartVista's SmartLoyalty module to power the "StarBT" loyalty program for issuers and merchants. This had a major impact on its business, doubling the number of POS terminals within a year and helping build its POS network into the second largest in Romania. StarBT also brought in 50,000 new credit cards within a year, driving 50% higher sales volumes: BT was able to enrol 2,400 merchant locations in less than two years. After several years all credit cards are enrolled and the merchant number from the loyalty group increased.

And in a world first, BT used SmartVista to make it possible for customers to use ATMs for Western Union money transfers. BT is also adding Western Union transfers to its Internet banking product.

SmartVista gives BT's customers a great deal of freedom and flexibility: they can block cards online if they lost the card or if their card was stolen and create their own limits for different types of spending. Customers automatically receive an SMS with details of what they have changed.





Result

Customers have felt the benefits of BT's SmartVista-powered systems. As one said: "If I was to make a comparison between BT's services now and 5 years ago, you can see a huge difference. There are significant improvements in Internet banking and the service is very user friendly and easy to use."

Today, BT has has over 1.5 million active customers and processes over 1 million transactions per day, 450,000 of them from cards, and it leads the Romanian market in Visa debit cards and Western Union money transfer.

Director Adjunct IT Georgina Plata: "We look for a partner who looks into the future like we do. Who provides more products, more services and more features."

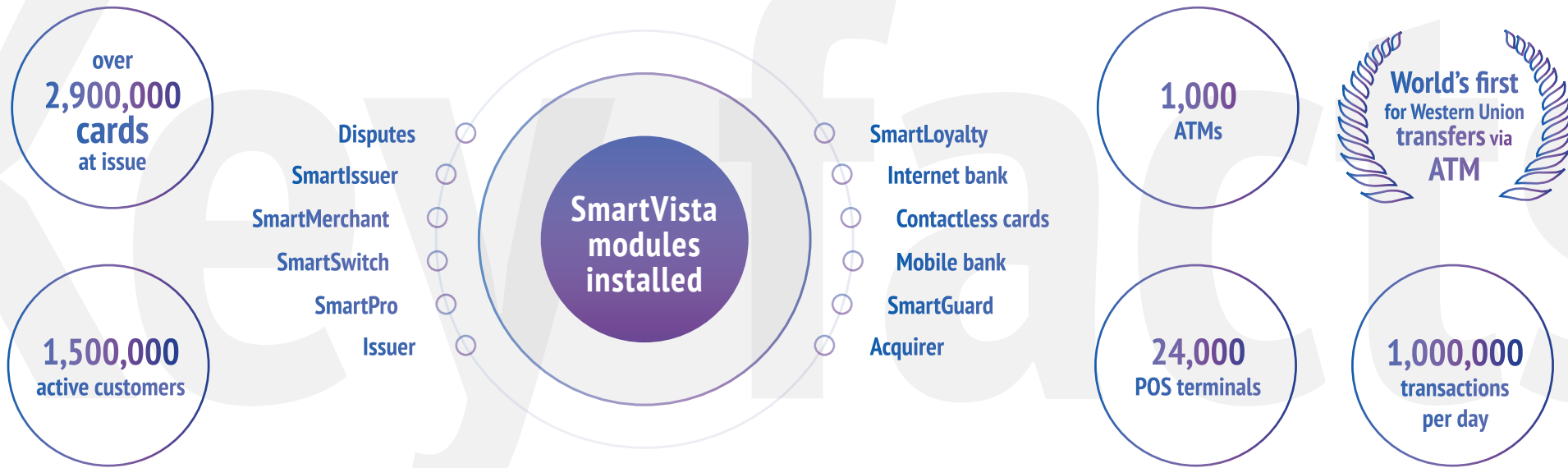
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“What is most important is that the bank has never had a major issue since we went live with the system. Our success can be measured by our transaction volumes. We learned a lot from BPC – because they not only have local but also worldwide experience.”

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Marius Ursuti
IT Director
Banca Transilvania







Find out how BPC is Solving the world's payments challenges

At BPC we believe in creating solutions that enable our clients to grow ever closer relationships with their customers.

Using SmartVista we're enabling how people transact and pay everywhere.

Get in touch with one of our experts today.

Request a call back

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