AKBANK PoChallenge

Challenge #1: Mood-Based Customer Insights

- Focusing on emotional intelligence, Akbank is exploring AI solutions that create insights based on inferred or reported user moods to promote healthier and more timely decision-making.
- Solutions are expected to analyze sentiment from user interactions (e.g., text input, behavior patterns) to infer mood states, real time if possible.
- Enhancements can include but are not limited to:
    o Offer adaptive advice or messaging based on user emotion (e.g., calming tone when stressed, motivational tone when hesitant)
    o Integrate with customer interaction channels or IoT devices
    o Remain privacy-first and transparent about mood detection mechanisms

Challenge #2: Behavioral Data Science

- Traditional segmentation and propensity models are pretty successful in capturing mass or group-based behavior; but, lack of capturing complexity of individual financial decision-making.
- Akbank aims to apply behavioral economics combined with data science to better understand, predict and influence customer behavior in ways that improve customer engagement and loyalty.
- Akbank is looking for solutions that can:
    o Identify behavioral personas based on spending, saving, channel and communication preferences
    o Detect patterns based on behavioral economics principles (loss aversion, anchoring, procrastination, mental counting, bias, etc.)
    o Segment customers based on habits, triggers and their journeys – a new type of behavioral segmentation
    o Provide the required nudges in a timely manner – system can be trained with past data but should also be able to trigger based on near real time customer actions

Challenge #3: User Research with Artificial Intelligence

- Akbank aims to take a significant step forward in understanding user needs and driving data-driven innovation by applying artificial intelligence effectively in user research. This challenge seeks to inspire innovative ideas focusing on the following objectives:
  - Research Plan Assistant: Adaptive formats suitable for various UX research methods and research plan creation based on the study objectives and restrictions
  - Research Data Collector: Module that understands different datasets such as survey, text, video, audio and process to make them suitable for analysis
  - AI-Powered Analysis: AI tools capable of analyzing collected user feedback, categorizing it into themes, and visually representing relationships between those themes
  - Generate Personas: Extract meaningful user personas from in-depth user research analyses
  - Centralized Insight Repository: Platform that combines user research analyses with past and present data, creating connections between insights and suggesting actionable strategies

Challenge #4: Beyond Banking Solutions for SMEs

- As Akbank, we aim to offer innovative solutions that go beyond traditional banking products to address the everyday challenges faced by our startups and SME customers.
- The problems to be addressed may include, but are not limited to, the following areas:
  - Cash Flow and Collection Management: Past income-expense data and seasonal trends analyses to detect cash flow bottlenecks and provide collection planning recommendations
  - Export and Globalization: Export roadmap generation for SME products in global markets with customs requirements, current regulations, freight prices details
  - Taxation and Incentive Optimization: Reports for sector or transaction specific incentives and benefits tailored to the SME type and transaction volume
  - Pricing and Competitive Analysis: Competitor analysis of SMEs offering same products on digital marketplaces to provide insights about product positioning and average pricing to boost sales
- The proposed solutions should be accessible via Akbank apps or platforms.
- Priority will be given to solutions that leverage AI to provide suitable beyond banking products.

Challenge #5: Reimagining Finance

- Akbank is seeking solutions that change the way finance works and meets the client needs of the future. This category allows applicants to think beyond traditional scope of banking and finance.

- It welcomes any innovative ideas and solutions that introduce new dimensions for revenue generation and customer acquisition with new or value-added features especially for credit cards.

- Applications with products and services that already exist and currently used successfully by other financial institutions are prioritized.

- MVP should be suitable for running a proof-of-concept project and value proposition should be differentiated from other challenges.

In Akbank PoChallenge, selected companies collaborate intensively to develop paid proof-of-concept (PoC) projects with Akbank LAB