Metropol Card

CBOT & MetropolCard :

Sustainable Transformation with MetropolCard: A Success Story of a Strong Collaboration

Need

With over 400,000 daily active users and more than 50,000 affiliated businesses, MetropolCard must meet user demands at the same rapid pace as its fast-growing structure. However, the routing of repetitive inquiries to the call center was both increasing wait times for users and reducing operational efficiency.

Using representative resources for simple requests such as card usage, balance inquiries, and membership processes was causing more critical support needs to be deprioritized and leading to increased costs.

- Reducing Carbon Footprint Through Digital Transformation
- Increase in Customer Satisfaction
- Efficiency in the Call Center

As Turkey's first environmentally friendly digital meal card, MetropolCard distinguishes itself in the industry through its sustainability approach and technological investments. With a network of over 50,000 affiliated businesses across 81 provinces and 922 districtsi, the company holds a leading position in the sector with more than 1 million physical card users and over 400,000 daily active mobile app users. It continues to invest in AI-powered solutions to provide this broad user base with a fast, easy, and efficient experience.

Virtual assistants instantly meet user needs, increasing satisfaction while also saving time for organizations and enabling more efficient use of their workforce.
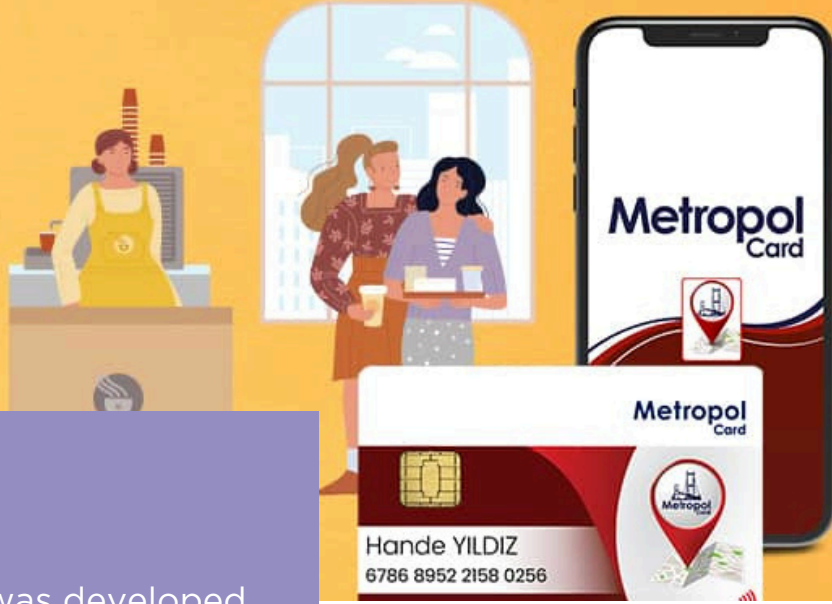
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Solution

MetropolCard Assistant was developed using OpenAI's latest model, GPT-4o technology. In the project, documents, content, and information resources provided by MetropolCard were also processed by CBOT with custom embedding models and integrated into a Retrieval-Augmented Generation (RAG) infrastructure. In this way, the assistant was able to provide accurate and consistent answers to user queries by leveraging both natural language processing power and institution-specific knowledge from MetropolCard.

As part of the project, the assistant was also enabled to direct users to the Live Chat channel whenever needed. Thus, a comprehensive customer experience was created through both the digital assistant and live representative support.
As a result, with this AI-powered digital transformation initiative, MetropolCard advanced both customer satisfaction and operational efficiency, establishing a sustainable, scalable, and technology-driven standard for user experience.

1. Reducing Carbon Footprint Through Digital Transformation
Thanks to digital assistants, traditional call center processes are moved to digital platforms, reducing the need for physical office resources and travel. As a result, operational efficiency increases while energy consumption and carbon emissions are significantly reduced. MetropolCard Assistant offers an eco-friendly solution, creating a more sustainable customer service experience.

2. Increase in Customer Satisfaction
MetropolCard Assistant enhances the user experience with fast and accurate responses, increasing customer satisfaction through proactive support and personalized service. This fosters brand loyalty and strengthens customer relationships.

3. Efficiency in the Call Center
MetropolCard Assistant automates simple and repetitive requests, allowing call center agents to focus on more complex and valuable issues. This enables representatives to spend time on more strategic tasks, making customer service more effective.

Goal: 1M Conversations / Year
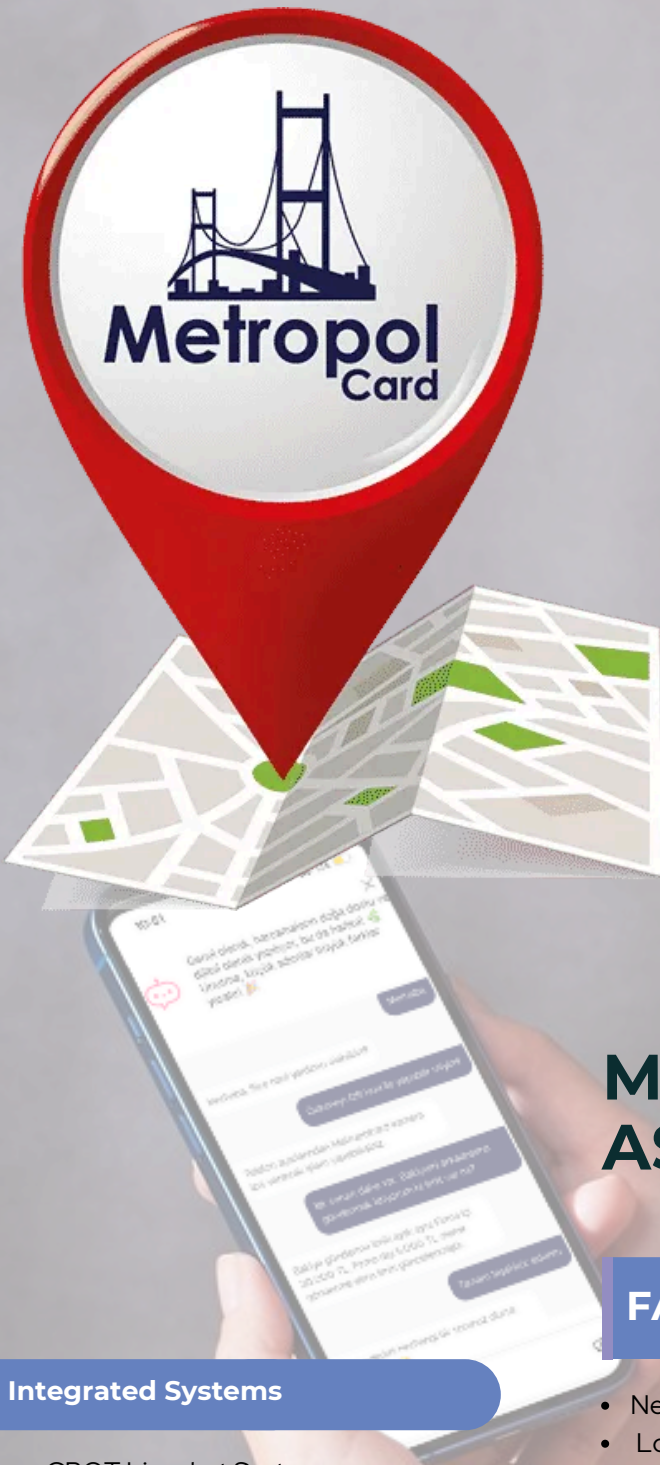
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METROPOLCARD ASSISTANT COVERAGE

FAQ

- New Card Request
- Lost Card Procedures and Card Loss
- Where Gift is Accepted, Gift Stores, GiftPay Stores
- Card and Account Statement Request
- Business Card Request
- Physical Card Request
- Card Renewal Request
- Information About the Card
- Meal Card Application
- Issues Encountered While Using the Card
- Card Delivery Status or Card Not Received
- Contactless Payment Feature of the Card
- Card Addition Request
- Card Number Inquiry Request
- Card Breakage or Damage
- Using the Mobile App Until Card Delivery
- Virtual Card Usage

Integrated Systems

- CBOT Livechat System

Channels

- Mobile

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About CBOT

Since our establishment in 2017, we have been empowering organizations with comprehensive AI solutions through our advanced, enterprise-grade AI-powered platform.

At CBOT, we offer companies and public institutions the ability to develop virtual assistants and chat-based automation systems that interact with end users or employees, leveraging advanced Generative and Conversational AI technologies. Our platform is trusted by over 100 businesses, particularly excelling in financial services, e-commerce, telecommunications, and customer service sectors.

In addition to being featured in Gartner market reports, we are recognized for our partnerships with global technology leaders such as Meta, Google, OpenAI, and Microsoft. Our award-winning, no-code AI platform seamlessly integrates with Large Language Models (LLM) and Natural Language Processing (NLP) systems, providing hybrid models that enhance customer and employee experiences.

Sector Leader #1	Customer 100+	Awards 30+
Resolution Rate >70	**AI Success Rate > 97**	**GARTNER Reports 3**

Why CBOT?

Industry Focus
Since 2017, we have been at the forefront of enterprise-level chat-based AI projects.

Next-Generation Technology
By developing our own technologies and collaborating with the world's largest technology platforms, we aim to lead the way in innovation.

Speed & Quality
Thanks to our comprehensive, end-to-end, no-code platform, we reduce project timelines to just 2-4 weeks.

Dedication
We take full responsibility for the entire project process with our experienced team, allowing our clients to implement virtual assistant projects without needing to allocate internal resources.

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