

Turkcell Global Bilgi comes back from ContactCenterWorld.com with two first place prizes

**End to End Personalized IVR System “PromiSES” and “Home Agent Model”
have been chosen as the best in EMEA**

Turkcell Global Bilgi has won the first place in the “Best use of Self-service Technology” and “Best Home / Remote Agent Program” categories in the EMEA (Europe-Middle East and Africa) regional finals held in London by “ContactCenterWorld.com” which is the biggest organization in the contact center sector worldwide.

Turkey’s customer experience center, Turkcell Global Bilgi, came back from the competition organized by Contact Center World, one of the most prestigious organizations of the contact center sector worldwide, with two first place prizes in different categories. In this important organization held in London in which world’s leading contact center companies compete, Turkcell Global Bilgi became entitled to attend the World Finals, which will be held in Las Vegas in November, by **winning the first place prizes with the “PromiSES”** voice response system, which was developed internally and understands spoken words thoroughly, in the **“Best use of Self-service Technology”** and **“Best Home / Remote Agent Program”** categories.

“PromiSES” is the latest member of the speech technologies evolution process

Bringing the first prize to **Turkcell Global Bilgi in the category of “Best use of Self-service Technology”**, the end to end personalized IVR system **PromiSES** is considered as the latest member of voice technologies' evolution process. PromiSES, of which technological substructure was developed by Turkcell Global Bilgi and which understands spoken words thoroughly, is an end to end personalized IVR system that enables the customer who calls the contact center to perform their operations quickly and without any interruption or pressing numbers by talking to the system instead of to the operator. Right now PromiSES,

which can understand nearly 24 thousand different statements and respond to callers in 570 different ways, is able to direct the callers accurately and includes 250 operation alternatives.

Turkcell Global Bilgi is the best in EMEA in “Best Home / Remote Agent Program”

The first place in the “**Best Home / Remote Agent Program**” category was given to **Turkcell Global Bilgi** for its Home Agent working model, which provides people with the opportunity of getting a job in a corporate firm without leaving home and as a result, increases work performance by providing high employee satisfaction. The fact that Home Agent model, which is generally used by companies for simple and routine tasks such as survey calls and data update, is used by Turkcell Global Bilgi in complex tasks such as sales portfolio management and collections, received great appreciation from the participants from 14 countries. Considering that it is possible to have the same performance at home as in the office by using appropriate technology and devices, Turkcell Global Bilgi had the chance to present its differentiated recruitment and motivation practices and its online training and coaching programs that enables further development in this category.

Turkcell Global Bilgi Asistant General Manager of Turkcell Corporate Operations Funda Seyrek Kantarlı stated: “We are so happy to return to our country with significant prizes that we won in the EMEA regional finals organized by ‘ContactCenterWorld.com’ which is one of the most important organizations of contact center sector throughout the world. In this important competition, where our company is awarded with first place every year in different service areas, this time we were deemed worthy of first place awards for our ‘PromiSES’ system, which made a difference in speech technologies field, and for our ‘home agent model’”. Kantarlı emphasized that the end to end personalized IVR system PromiSES is very important for being the first Turkish peer to peer natural speaking and understanding technology, and regarding the first prize in “**Best Home / Remote Agent Program**” category, she stated: “We are the company that applied the system of working from home for the first time in our country. We are still providing new employments for this field. With the first prize, we were able to demonstrate that it is possible to provide the best customer experience by breaking down the office walls and working at home. We are very proud to be leading the projects done in this field in Turkey.”

About ContactCenterWorld.com

The organization gathers the best companies in the international call center industry within the scope of America, Asia, EMEA and Global Contact Center World Events together and organizes competitions in various categories. The contact centers, which win the first place in the regional finals held in a different country each year, compete for the first prize later in the world finals, which is held in Las Vegas.

