

Turkcell Global Bilgi has won the first place in the Global Finals in the USA

Turkcell Global Bilgi is the Global Leader in Customer Experience

Turkcell Global Bilgi won the first place in the “Best Customer Experience and Application” category with the customer services it provides for Turkcell subscribers in the “2014 Top Ranking Performers” awards of “ContactCenterWorld” which is the biggest organization of call center sector worldwide. As a result, Turkcell Global Bilgi has received 5 important first prizes in different categories of the same organization in the last five years.

Turkcell Global Bilgi, Turkey’s customer experience center, has won the first place and become the global leader in the “Best Customer Experience and Application” category with the customer services it provides for Turkcell subscribers in the “2014 Top Ranking Performers” awards where the best of the sector are determined and which is organized by ContactCenterWorld.com, one of the most prestigious organizations of call center sector worldwide. In the award ceremony held on 14th November 2014 Friday night in Las Vegas in the USA, the first prize winners of Asia Pacific, EMEA and America competed to become the best of the world.

Turkcell Global Bilgi holds the highest customer satisfaction

Turkcell Global Bilgi won the first prize in the “Best Customer Experience and Application” category due to increasing the employee satisfaction with the working conditions and development opportunities it provides and thus increasing the quality of service given to the customer thanks to this employee satisfaction and as a result of being the company that holds the highest customer satisfaction in the sector.

Bahadır Pekkan: “We prove that we are a world class call center with the first place awards we receive in the international arena.”

In the statements he made about the subject, Turkcell Global Bilgi General Manager Bahadır Pekkan said; “We place our company as a business partner of our customers. We go beyond being only a call center and create a world class value in customer experience with our sector oriented solutions ranging from creating customer services strategies to providing infrastructure with technological solutions, from customer experience management to

increasing income. We follow the recent revolutionary technologies in customer experience and develop innovative solutions in new generation customer management. With this mentality, we serve more than 34 million Turkcell users and enable them to reach the solutions they need by means of the right channel. We know having technological substructure or innovative solutions is not the only important issue in perfect customer experience and we believe that the starting point to make the customers live this experience is primarily through our employees. The working conditions we provide for our employees where they can feel fine and contribute to their personal development and career objectives, which results in employee satisfaction, helped us carry our service quality to the highest levels and keep the customer satisfaction. This is the fact **which made us the first prize winner of the world in the “Best Customer Experience and Application” category in “2014 Top Ranking Performers” organized by “ContactCenterWorld” which is the most important competition organization of the sector worldwide.** We are proud of having received those successive awards in this organization in different categories both in the name of our country and our company. I would like to express my thanks to my colleagues who are the real owners of this success. We will continue to serve our customers with the same work and service mentality in the following terms as well and represent our company abroad with pride”.

Service is given according to 34,6 million people’s needs and requests

Turkcell Global Bilgi provides service to 34,6 million Turkcell subscribers according to their needs in nine different segments as “the young, the retired, housewives, tradesmen, farmers, professionals, public workers and platinum”.

A “first” in the World: SMS call center

Since the young mainly prefer written communication, Turkcell Global Bilgi started to provide the “service of call center with SMS” which is a first in the world. With this aim, the team formed in Karabük in 2012 consisting of professional young people and called with the nickname “Gencaver” from the call center that serves only by SMS gives service to GNCTRKCLL subscribers. Last year, service modules through Webchat and Twitter were also put into practice in addition to the SMS service. 6 million SMS and 1 million Webchat are responded per year through Gencaver.

You contact the call center in only 6,3 seconds

Turkcell Platinum, which has been developed for the customers who have an intense communication need due to their business and life styles, is another “personalized” service example that has been a role model for the world in new generation customer services sector. Platinum, providing solutions that add speed, comfort and pleasure to the lives of Turkcell subscribers by opening the doors of the world of privileges, work with a special team in Turkcell Global Bilgi. Platinum Service Team respond to their customers’ questions and requests regarding telephones, tablets or Turkcell lines by visiting them in their places. The team supplies a temporary device to be used in order to prevent any cut off in the communication in the case of any breakdown in the telephone, tablet, laptop or VINN and take the broken device to the Technical Service and deliver it back to the customer when it is fixed. Thanks to the private Platinum Customer Services, Turkcell Platinum users can receive service on each day of the week, 7/24, without waiting on the line and being directly

connected to the customer representative. When any Platinum member wants to connect to the call center, he/she finds a respondent in only 6,3 seconds.

Turkcell Platinum Customer Services serve 1,6 million customers. They receive 5,4 million calls in a year and provide solutions to 84 thousand Platinum members by reaching them one to one. The Platinum mobile application, on the other hand, is used by 200 thousand people.

About ContactCenterworld “Top Ranking Performers”

The global finals of the competitions organized to determine the best of the sector by the biggest organization of the call center sector worldwide, “ContactCenterWorld”, is called the “Top Ranking Performers”.

Contactcenterworld organizes a two stage competition every year in order to determine the best call centers of the world. Contactcenterworld.com which divides the world into three regions as AMERICA, APAC and EMEA determines the best call centers of the regions during the continental finals which is the first stage. The call centers which are successful in the continental finals compete in the global finals in 9 different categories to be the “best of the world”. Every year over one thousand companies attend the competition which is regarded as one of the most prestigious organizations in the world.