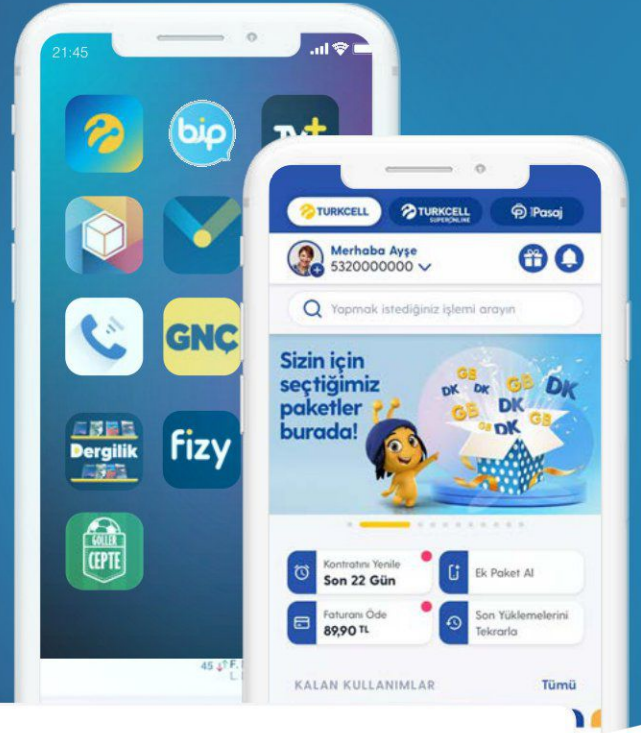


HOW TURKCELL DIGITAL SERVICES & SOLUTIONS INCREASED CUSTOMER EFFORT SCORE



Turkcell

Turkcell is a converged telecommunication and technology services provider since 1994, which was founded and headquartered in Turkey. Turkcell is also quoted on the Borsa Istanbul Sustainability Index. Turkcell's target has been to become an integrated communication and technology services player in the region, operating a converged mobile and fixed network platform and offering a wide range of innovative products and services.

Turkcell offers its customers voice, data, and digital services, value-added individual and corporate services over their mobile and fixed networks, and leading products. Among their products, their leading applications are BiP, TV+, fizy, lifebox, Game+, Yaanimail, UpCall etc.



Challenge

Turkcell needed to make sure that they were meeting customer expectations and that they were maintaining a good level of customer satisfaction.

Along with digitalization going forward at the company, it was in search of digital tools to measure metrics such as chatbot kill rate, customer journey, customer effort, and so on. **It needed a customer engagement tool with in-app survey capabilities to collect real-time insights.**



Solutions

Netmera Customer Engagement Platform was the best fit for Turkcell. It was easy to use, offered in-depth reporting, and enabled Turkcell to be more agile.

All Turkcell had to do was use the drag-and-drop dashboard to create and publish survey & feedback campaigns. Moreover, being able to edit the campaigns quickly (adding or removing different questions or answers if necessary) whenever they needed was also very important for them.

Thanks to Netmera's survey and feedback product, Turkcell was able to get instant feedback from its customers.

This allowed Turkcell Digital Services & Solutions **to gain insights, detect any problem beforehand, and take effective actions faster and more efficiently.**

To illustrate, it was able to take quick actions if customer effort score or customer journey score were lower than average targets on service-based. Likewise, it was able to collect quick insights after a major app feature change.

Then, Turkcell Digital Services & Solutions was able to analyze these campaigns more easily and accurately. It was saving time and power with Netmera and was able to capture data constantly.

Overall, Turkcell transformed its process into the most appropriate digital method: in-app surveys & feedback.

Results

In just 10-months, Turkcell Digital Services & Solutions was able to:



Increase Their
CES* by

13%

(*Customer Effort
Score)



Improve App
Store Ratings by

50%



**Reduce
Churn
Significantly**

Testimonial



“Since we have started to work with Netmera, we feel like we are now capable of doing more than we could. We were already using Netmera for our push notification, pop-up and analytics needs to **reach out to our 39.4 million subscribers**. With this product, we can now **set up feedback forms in a few minutes and collect instant feedback** which allows us to gain insights, and take actions more freely and fast. We can have **real-time data**. Netmera also allows us to edit our campaigns whenever we want before publishing, and everything is editable. We feel more confident and free while working on our campaigns. Analyzing our campaigns is also easier and more measurable.”



Ataç Tansuğ

Executive Vice President, Digital
Services&Solutions

Let's create something amazing.

📞 +90 850 757 83 21

✉ info@netmera.com

🌐 www.netmera.com

🌐 www.linkedin.com/company/netmera

📷 [instagram.com/netmeramarketingplatform](https://www.instagram.com/netmeramarketingplatform)

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