**12th International Services and Quality Meeting was held in Antalya**

The 12th International Services and Quality Meeting organized by Arçelik A.Ş. Customer Services Directorate was held between May 16 and 18, 2017 in Antalya. Customer Services Managers from Arçelik A.Ş. subsidiaries, International Customer Services Departments, Spare Parts Department, Technical Support and Training Department, IT Business Process Development Department, Insurance Departments, Product Sourcing Quality Assurance Department, Product Safety Department, and Quality Assurance Departments from factories gathered to discuss the performance in 2016 and share the objectives for 2017.

In the meeting, firstly, the Customer Services Managers from group companies informed about their performance in 2016, together with the service and quality issues in their own countries. They were followed by the Quality Assurance Divisions from factories, who shared both their solutions to the problems in the field and planned quality improvements. They also discussed the ongoing issues with Customer Services Managers. Spare Parts Department, Technical Support and Training Department, IT Business Process Development Department, Product Safety Department, and Insurance Department presented their activities in 2016 and shared their objectives for 2017 during the rest of the meeting.

International Customer Services-Group Companies Department concluded the meeting with a summary of 2016 and the up-coming hot topics which was followed by an open discussion session to share the problems, demands and remarks of Customer Services Managers.

During the meeting Hüseyin Şerif Beyaztaş, Arçelik A.Ş. Customer Care Director, referred to the organization’s mindset that sets the customer experience in the center while pioneering the change and said: “As Arçelik Customer Care Directorate, we consider change as a significant opportunity to lead the customer at a time when user habits change at an unprecedented rate. When the wind of change blows, some people build walls, others build windmills. Along with evolving market dynamics, Net Promoter Score (NPS) measurement which is used primarily to measure domestic loyalty and the likelihood of recommending services, had quickly reached a level far above the global average, regardless of sector. That being said, by 2017, our NPS surveys, which we have initiated in our overseas subsidiaries, will also prepare the needed infrastructure to help us move our customer-centric service understanding to the next level.

In addition, our rigorous efforts that contributes to the transformation of our organization into a profit center continues successfully while creating sustainable added value at all times. On the other hand, Arçelik continues to maintain its position as the leader of the white goods market with a market share of over 50% in Turkey as well as continuing its presence in 145 countries that make up 60% of our consolidated sales. Throughout 2016, with the acquisition of Pakistani white goods market leader Dawlance, our global expansion in emerging markets has gained tremendous momentum following our direct investments across the ASEAN region.

I believe that our customer-centric, change-driven market leadership and sustainable growth will continue to increase in the coming years.”

After his speech, Mr. Beyaztaş had presented Business Excellence awards to Service Managers on behalf of the service organization for each subsidiary in categories as below:

- Beko Deutschland **:  *The Award for Agile Collaboration***

- Arctic**: *The Award for Business Development Achievement***

- Beko LLC **:** ***The Award for Outstanding Performance***

- Beko Poland **: *The Award for First Line Support Performance***

- Vietbeko **:** ***The Award for Rapid Adaptation***

- Beko Spain **:**  ***The Award for Excellence in Brand Awareness***

-Beko PLC **:**   ***The Award for Technical Excellence***