
Arçelik

**Customer
Satisfactory
Policy**

Arçelik A.Ş. has always adopted the principle of offering quality products that facilitate and enrich its customers' lives. The Company defines the secret of its success as "quality products, superior sales force and effective after-sales services" and highlights customer satisfaction and environmental awareness. The secret to Arçelik A.Ş.'s success is product quality, strong sales force and efficient after-sales services. This formula has never changed since our establishment.

In all the markets in which we operate, our relationships with our customers do not end with sales; on the contrary, the purchase of our products is just the start of the relationship. Our customer satisfaction model has become a standard. It shapes our policy, which puts our "Total Quality Principle" at the forefront, and forms the basis of being customer-oriented right from the first step.

Arçelik A.Ş. Customer Satisfaction Policy

At Arçelik A.Ş., we embrace a customer-centric approach. Customers of our all brands, regardless of customer profile, can communicate their requests and suggestions through any channel (contact center, email, www.arcelik.com.tr, www.beko.com.tr, www.grundig.com.tr, www.altus.com.tr, fax, letter, social media, dealers) and are informed within 24 hours that their requests and suggestions have been received and reported to the relevant departments. Furthermore, all records are collected in a traceable, reportable, transparent and safe repository and evaluated objectively, fairly and confidentially and in compliance with legal regulations. All processes are constantly controlled and improved thanks to this approach, which adopts the main principle of providing excellent customer experience.

Accordingly, all processes have been integrated with the management system along with management goals, fostering a system of checks and balances.

For Arçelik Contact Center, [click here.](#)

For Beko Contact Center, [click here.](#)

For Grundig Contact Center, [click here.](#)

For Altus Contact Center, [click here.](#)

Please click to see the [Evaluation Process of the Service Request.](#)