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## **Turkcell Global Bilgi opened fourteen thousand experience centers in 10 days**

**Turkey's leading customer experience center Turkcell Global Bilgi was among the first companies to switch to telecommuting during the Covid-19 process. With the increased demand for call centers, the company offers uninterrupted and high-quality services with a competent staff and strong infrastructure.**

Turkcell Global Bilgi, Turkey's leading customer experience center, provided 14,000 experience centers all around turkey in the form of home agents since Covid-19 outbreak. The company adapter the process fast and continues to operate efficiently on digital platforms.

Çağatay Aynur, General Manager, Turkcell Global Bilgi, focuses on the importance of digitalization in the age of home offices: "We started digital transformation many years ago and we are able to make swift decisions. We invested in many projects with the vision of offering a unique experience for our clients and employees. We are now very happy to see that our dreams come true. We assigned 14,000 of our colleagues as home agents in as short as 10 days. We also offer assistance in education, development, sports, motivation, psychology and diet on digital platforms."

**Çağatay Aynur, General Manager, Turkcell Global Bilgi: "We are well aware of the importance of digitalization"**

Aynur says that all internal processes are transferred to digital platforms with Globalim and Globalbilgiliyim applications and continues: "Digitalization generates positive outcomes when implemented based on customer claims and demands and in a manner to offer benefits to clients. Using the CustoMeter application developed for our clients, they can instantly view operational data and monitor the comments on their brands on social media. This is a sad era, but we once again remember how critical digitalization is for individuals and institutions."