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Communication and Information Technologies Business Sector Customer Satisfaction Policy

As Communication and Information Technologies Business Sector, our primary goals in Customer Satisfaction are to commit to continuously improve our service and product quality in order to provide fast and effective solutions to the needs of our customers; to meet the expectations of our customers at the highest level by approaching each customer transparently, impartially, fairly, equally, respectfully, with confidentiality and special attention.

Each feedback adds value to our company and enables us to improve our products and services and strengthen our customer-oriented approach.

Our principles to realize these objectives;

- *To provide high capacity, fast, high quality and efficient performance by ensuring the qualified human resources, high technology and capable infrastructure in order to handle every customer feedback effectively and efficiently in accordance with legal regulations,*
- *To prioritize customer complaints and requests according to critical situations, and to quickly initiate the solution process to respond to complaints as soon as possible,*
- *Providing customers free channels through which they can easily communicate their needs and a 24/7 Call Center service that they can easily access,*
- *To exceed the customer satisfaction targets set by continuous improvement, to strengthen HBT in a competitive environment, to establish an environment of mutual trust with our customers, employees and suppliers,*
- *To provide timely feedback to the customer within the integrity of information, to determine the corrective, preventive and remedial actions and to guarantee the activities carried out by taking responsibility for the decisions taken.*



Dr. Yusuf Bora KARTAL

*Communication and Information Technologies
Vice President and Business Sector President*

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