

DenizBank support to Customer Satisfaction...

The book “A complaint is a gift” by Janelle Barlow and Claus Moller treating worldwide experiences about customer satisfaction is now introduced to bibliophiles with the contributions of DenizBank.

DenizBank puts into execution many projects in order to be a bank maintaining customer satisfaction forever. In addition to creating additional value for its customers in the field of finance, DenizBank has recently achieved a new project to distinguish its services and assumed the sponsorship of the book “A complaint is a gift”.

This book is a joint work by Management Consultant Claus Moller and Dr. Janelle Barlow and puts the emphasis on the importance of customer relations management. The book will be available in more than one thousand and five hundred sales points such as D&R and Remzi Bookstore with the cooperation of Rota Publishing Company and DenizBank.

This book is a remarkable guide for perfect customer service. Saying they have felt great pleasure to provide support for such a book, **Hakan Ateş, President of DenizBank Financial Services Group** said:

“Customer Satisfaction Department, Call Center and our branches...In other words, all of the points where we establish close contact with customers have been designed to guarantee customer satisfaction permanently. So as to offer perfect service to our customers, we renew our services continuously. According to us, the number of our customers which increases day by day is the most important and concrete indicator of the fact that our efforts have turned in to confidence.”

Stating that the notion of “customer satisfaction” is not only related to brand but also to social prosperity, Hakan Ateş added:

“We see in service sector of developed countries that, they attach great importance to this concept. I think this book will be a useful guide for customer satisfaction and contribute to the development of “customer value” understanding especially in service sector in our country”.