

DenizBank Call Center receives an ICMI Europe prize “The Most Innovative Customer Service of the Year”

DenizBank Call Center was awarded with “The Most Innovative Customer Service of the Year” prize at the ICMI European Call Centre Awards in London for its innovative practices and unique customer experience.

DenizBank has added a new success story to its globally distinguished achievements and received an award from London. DenizBank Call Center was awarded with **“The Most Innovative Customer Service of the Year”** prize at the **ICMI European Call Centre Awards** in London for its innovative practices and unique customer experience. The award is given to the most successful and innovative high-quality customer service in call centers in Europe.

ICMI Call Centre Conference annually gathers leading European companies in the field of customer service and determines the best companies of the year in various categories at the award ceremony that takes place after the Conference. This year DenizBank Call Center was short-listed in the “The Most Innovative Customer Service of the Year” category with three other foreign companies, and was awarded for its creative customer-centered services that use pro-active solutions and developed technology. DenizBank Call Center SVP **Emre Demir** joined the award ceremony in London and received the prize.

Requirements of customers are forecasted

Ayşenur Hıçkırın, EVP of DenizBank Payment Systems, and Non-branch Channels Group commented on this and highlighted that they lead the industry with innovative applications and create strategic value by using technology at maximum level for high efficiency and to increase customer experience. Hıçkırın said: “DenizBank Call Center with its innovative customer-centric Pro-Active Call Center application was among the companies which received “The Most Innovative Customer Service of the Year” award from the list of the leading European organizations. Through the integration of advanced CRM that forecasts customer needs, DenizBank Call Center offers the best solution for its customers and is one step ahead in customer satisfaction. Today it is not enough to meet the expectations in this sector; we recognize our customers through voice response system, forecast reason of the call and make reminders and offer solutions before the requirements from customer side in order to provide services beyond expectations. We will continue to make difference in this sector with our customer satisfaction centered business processes, technologic applications and business culture.”