**Press Release 10.08.2023**

**New Era in Customer Experience: Aydem and Gediz Perakende Customer Relations Centers Renovated**

**Aydem and Gediz Perakende are in the process of renewing their customer relations centers by embracing a customer-centric approach, incorporating innovations, and offering services aligned with evolving needs. The branches’ transformation has commenced, guided by specialized concepts that emphasize technology and comfort, tailored to customer needs through attentive listening.**

Aydem and Gediz Perakende, operating 13 Customer Relations Centers in Aydın, Denizli, and Muğla, as well as 20 Customer Relations Centers in İzmir and Manisa, have initiated renovation efforts aimed at establishing distinctive, accessible, comfortable, and contemporary environments within their branches. Firstly, the İzmir-Çiğli Customer Relations Center was renovated. Customers will enjoy enhanced comfort while conducting their transactions, and the new branches will offer the experience of digitalized services.

Serdar Marangoz, Managing Director of Aydem and Gediz Perakende, shared his thoughts during the opening ceremony, which saw the presence of directors, managers, and regional managers: *“With over four decades of experience in the Turkish energy sector, our legacy speaks for itself. We have pioneered numerous industry milestones and persistently maintain our unwavering commitment to excellence. Assuming this leadership responsibility, we vigilantly track global trends, evolving customer demands, and cutting-edge technologies to enhance our service to customers and all stakeholders while striving to devise novel solutions that cater to their needs.*

*In 2023, our focus as a company is on enhancing customer experience. We have embarked on a journey to revitalize our customer relationship centers, meticulously taking into account technological advancements and requirements of our valued customers. Our Customer Relations Center in Çiğli represents the first step we took on this path. The digital investments we’ve made, aimed at elevating the customer experience, are now seamlessly integrated into the inviting ambiance of our newly established branches. With a customer-centric approach, we’ve digitized processes like contracts and terminations. We say goodbye to paper since these transactions can now be completed using a short verification code. As we identify fitting locations, we’re committed to gradually introducing our new concept to other branches in the region*.”

**About Aydem Perakende:**

One of the building blocks of Aydem Enerji Group, which is the first and leading integrated energy company in Turkey with 40 years of experience and expertise in the energy sector, Aydem Elektrik Perakende Satış A.Ş. started operating in 2008 as the contracted supplier in Aydın, Denizli and Muğla and became the first electricity retailer privatized in Turkey. Aydem Perakende operates as the incumbent supplier in the Turkish cities of Aydın, Denizli and Muğla to provide energy for life at more than two million points in all 81 cities in Turkey, creating added value for the national energy and economy. With a corporate culture that promotes the strategy to offer energy solutions for a sustainable future, Aydem Perakende keeps working to create value for its customers, employees, suppliers and the society through its customer-focused approach, its services that keep pace with the innovations and needs of the modern world, and its customer relations centers that have the largest service network in Turkey. Aydem Perakende has a strong corporate culture with its forward-looking work policies and innovative practices, and the value it places on its employees, attested to by its certification as “Great Place to Work” by the Great Place to Work® Institute and its inclusion in the “List of the Best Employers in Turkey”.

**About Gediz Perakende:**

One of the building blocks of Aydem Enerji Group, which is the first and leading integrated energy company in Turkey with 40 years of experience and expertise in the energy sector, Gediz Elektrik Perakende Satış A.Ş. started operating in 2013 as the contracted supplier in İzmir and Manisa. Gediz Perakende supplies energy for life at more than three million points, offering faster and durable solutions to cater to customer requirements in İzmir and Manisa as well as creating added value for Turkey’s energy sector and the economy. With a corporate culture that promotes the strategy to offer energy solutions for a sustainable future, Aydem Perakende keeps working to create value for its customers, employees, suppliers and the society through its customer-focused approach, its services that keep pace with the innovations and needs of the modern world, and its customer relations centers that have the largest service network in Turkey. Gediz Perakende has a strong corporate culture with its forward-looking work policies and innovative practices, and the value it places on its employees, attested to by its certification as “Great Place to Work” by the Great Place to Work® Institute and its inclusion in the “List of the Best Employers in Turkey”.

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