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**Aydem Perakende Proves Success with Three Awards at Turkey Customer Experience Awards 2021**

**For the first time, Aydem Perakende attended the CX Turkey Customer Experience Awards 2021, an event held by Awards International where the leading companies in Turkey compete with each other. Aydem left its mark at the event by receiving awards for “Best Customer Experience Strategy,” “Customer Experience Transformation” and “Employee Experience During the Covid-19 Crisis”.**

Organizing customer experience competitions on the international arena, Awards International held an event titled CX Turkey Customer Experience Awards 2021 in Turkey, where participants were assessed by a jury comprising of customer experience professionals and Aydem Perakende ranked first in the category “Employee Experience During the Covid-19 Crisis”, second for “Customer Experience Transformation” and third for “Best Customer Experience Strategy - 25+ Years in Business”.

Remarking on the CX Turkey Customer Experience Awards, Çağdaş Demirağ, General Manager at Aydem Perakende said “In the process of change and transformation, it has always been our priority and focus to improve the customer experience and strengthen the cultural values that we keep alive. 2020 was an extraordinary year for all of us. The moment the pandemic broke out, the health of our clients and associates became the top priority for our company. We are happy to receive the first prize in the category “Employee Experience During the Covid-19 Crisis” in return for these efforts. We made it happen together with the innovative policies that we developed with customer experience in mind and that our employees adopted and believed in. We created a strong team together with my colleagues, who trust each other, connect with each other and always put communication first. I dedicate this success to my colleagues who improved the customer experience even further by embracing innovations and worked selflessly in our journey to change and transform.

This contest has another winner: our clients. Through customer experience transformation efforts, we changed our perspective on clients in the multichannel to a single perspective that focuses on customer-centric approach. In this journey that we set out after listening to our clients, we have gone through a major organizational change simultaneously on all channels. We came up with new strategies and launched new applications to improve the experience that our clients have in electricity retail services. Our AI-aided WhatsApp line and the Aydem Assistant were the first steps to a significant transformation in terms of customer experience.

All these innovative efforts are now reaping the rewards with these prizes that add to our accomplishments. As a company that stays up to date with what is new, attaches importance to team spirit and focuses on clients and employees, we will keep working hard to sustain this success.”

**About Aydem Perakende**

Aydem Perakende, an Aydem Enerji company, was founded in 2008 to offer uninterrupted and high-quality electricity services for over five million clients in İzmir, Manisa, Aydın, Denizli and Muğla.

In line with its customer satisfaction approach, which is its priority at all times, Aydem Perakende offers electricity supply for non-eligible clients through retail sales contracts, and for all eligible clients in the country regardless of the region through bilateral agreements in the locations it is authorized. Aydem Perakende has a strong corporate culture created through working policies and innovative practices and it attaches great value to its employees, which was proven when it ranked on the “Best Employees in Turkey List” by the “Great Place to Work®” Institute, which is a great accomplishment. Aydem Perakende also got the first prize in the category “Best Employees in the Aegean Region” for companies with 250+ employees at the Private, Sectoral and Regional Awards for Best Employees in Turkey held by Great Place to Work®.

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