**Press Release 26.05.2022**

**Aydem Perakende and Gediz Perakende Score a Big Win at the IDC CIO Awards in the Customer Experience Category**

**Aydem Perakende and Gediz Perakende attended the 13th International Data Corporation (IDC) Turkey CIO Summit, as first-time contenders, where they hit it big by winning third prize in the Customer Experience category of the IDC CIO Awards 2022 with their project entitled "Digitalization in Electricity Subscription Contracts".**

Aydem Perakende and Gediz Perakende received the third prize in the "Customer Experience" category at the 13th IDC Turkey CIO Summit organized by IDC in which leading Turkish brands went head to head. The summit, attended by nearly 500 senior IT executives from Turkey and abroad, discussed best practice strategies to help companies become digital resilient enterprises of the future.

Gülsün Akhisaroğlu, Director of Information Technologies at Aydem Perakende and Gediz Perakende, commented on the IDC CIO Customer Experience Award 2022 following the summit saying, "In our digitalization journey, further improving the customer experience has always been our priority and focus. With our project entitled "Digitalization in Electricity Subscription Contracts", we have achieved a great success with innovative strategies that we put in place by putting customer experience at the center, and that our employees have embraced and implemented with conviction. I would like to dedicate this award to my colleagues who embrace innovation in our digitalization journey, enhance our customer experience and work devotedly. Moving forward with this project, we have digitalized new customer contract processes, which used to rely on paperwork. By reducing paperwork and increasing efficiency in business processes, we can now easily and securely manage our contracts with our customers in a digital environment in a matter of minutes.

We are now reaping the rewards for all these innovative efforts with awards crowning our achievements. As a company that pursues innovation and puts customers and employees first, we will continue to work hard to make our performance sustainable.”

**About Aydem Perakende:**

Aydem Perakende was established in 2008 as a subsidiary of Aydem Enerji to supply over two million customers in Aydın, Denizli and Muğla with high quality and uninterrupted energy. Aydem Perakende, consistent with its primary focus on customer satisfaction, provides electricity services to non-eligible consumers in the regions where it operates through retail sales contracts, and to all eligible consumers in the country, regardless of region, through bilateral agreements. 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 inclusion in the "List of the Best Employers in Turkey" published by the Great Place to Work® Institute. At the Great Place to Work® Turkey's Best Employers for Private Sector and Regions Awards, Aydem Perakende won the first prize, outperforming other companies with 250 or more employees in the category "Best Employers of the Aegean Region".

**About Gediz Perakende:**

Incorporated within Aydem Enerji, 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 a contracted supplier in İzmir and Manisa. Gediz Perakende supplies more than 12 million people at more than three million points with energy, offering faster and durable solutions to cater to customer requirements in İzmir and Manisa. With a corporate culture that promotes the strategy to offer energy solutions for a sustainable future, Gediz 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. Creating added value for Turkey's energy and economy, in February 2021, Gediz Perakende became "Great Place to Work Certified", proving that it indeed is a great place to work with its working policies, as well as the strong corporate culture created with its innovative practices, besides being recognized among the "Best Employers in Turkey" in April 2021.

**For Press Contact with Aydem Perakende and Gediz Perakende**

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