

Quality Management System Policy



In line with our vision “to be the leader by contributing more to the success of our customers than our competitors in the business segments we serve,” we commit to the following with the participation of all our employees:

- Placing our customers at the center of our business and always standing by their side,
- Ensuring customer satisfaction by developing strategies that fulfill our customers’ needs and meet their expectations,
- Meeting the needs and expectations of our stakeholders through the participation and dedication of all our employees,
- Acting in compliance with all applicable national legislation, other regulatory requirements, and the ethical rules of the group we belong to in all areas of our operations,
- Managing risks and opportunities that may affect service delivery and conformity, and enhancing customer satisfaction,
- Managing and documenting our Quality Management System in accordance with the requirements of relevant national and international standards,
- Developing new services and business models that create value for our company and our customers,
- Managing our processes with an operational excellence approach to maximize process efficiency and customer satisfaction,
- Developing our Authorized Service Centers and growing together with them in order to ensure customer satisfaction across all field operations,
- Creating the best possible working environment for our employees and providing all necessary infrastructure and resources to achieve this,
- Allocating all necessary resources for individual and organizational learning and development to deliver the highest quality of service,
- Seeking excellence by continuously improving and developing all our processes through various improvement and development tools within our Process Excellence Model,
- Achieving our quality objectives by making continuous improvement an integral part of our daily way of working.

We commit to all of the above with the participation of all our employees.

Türkiye General Manager
Uğur Tarık Gül