



Türk Telekom, with 175 years of long-standing history, is the first integrated Telco company of Turkey. As the "Turkey's Quadruple Player", Türk Telekom offers a complete range of mobile, fixed voice and broadband and TV services. It offers a wide service network and product range extending over the farthest ends of Turkey in consumer and corporate services field. With the vision of introducing new technologies in Turkey and accelerating Turkey's transformation into an knowledge society, it offers service in all 81 cities of Turkey with almost 34 thousand employees. With corporate heritage of 175 Years, Türk Telekom serve a total of 38.3 million subscribers. TTNET is Türk Telekom's ISP brand in Turkey.

TTNET is sending SMS and E-mail via sm marketing platform



Thanks to SmartMessage® TTNET's call center agents can easily track **Customer History**



Integration to Billing, CRM, Call Center and Hotspot Systems



E-receipts to millions of subscribers, auto reminders, details of usage



One Time Password of many hotspots all around Turkey



When was the last time he get a message?

What was the special offer?

When did he get his e-receipt?

RESULTS

Customer satisfaction increased

Cost per call of Call Center decreased

More solution-oriented attitude

sm marketing platform is integrated to Siebel CRM



A boutique solution completely based on the business requirements of Türk Telekom.



Prioritization of customer's preferences:



E-mail SMS IVR



All SMS and E-mail Solutions

RESULTS

Unit cost of reaching customers has decreased.

All regulatory requirements have fulfilled.

Customer satisfaction has increased.