

**MÜŞTERİ DENEYİMİ
YÖNETİMİ VE TEKNOLOJİLERİ
DERNEĞİ**

CUSTOMER EXPERIENCE MANAGEMENT AND TECHNOLOGIES ASSOCIATION

Market size has been increased by **41.3%** and reached USD 1.75 Billion

Total employees including support and administrative staff **160,483**

11,000 customer representatives in the Turkish call center sector serve in a foreign language

Served abroad with **9,800** Customer Representatives

57 Members from different sectors

54% of our members are in-house call centers

We represent **70%** of the industry

**2022 yılında yapılmış araştırma sonucu, 2021 verilerini yansıtmaktadır*



OUR MEMBERS





Top Management



CMO's



Product Department



CX Department



Government Agencies

THE STRATEGY OWNERS

Product

The Customer

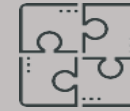
Service

THE INTELLIGENCE CONTRIBUTORS

TECHNOLOGY PROVIDERS

THE EXECUTION PARTNERS

BOTH



Consulting and Professional Services Firms



Universities & Educational Institutions



Customer Analytics and Insights Companies



Inhouse Contact Centers



BPOs



Training Academies



Manpower Agencies



Contact Center Technologies



Customer Experience Solutions Providers



CRM



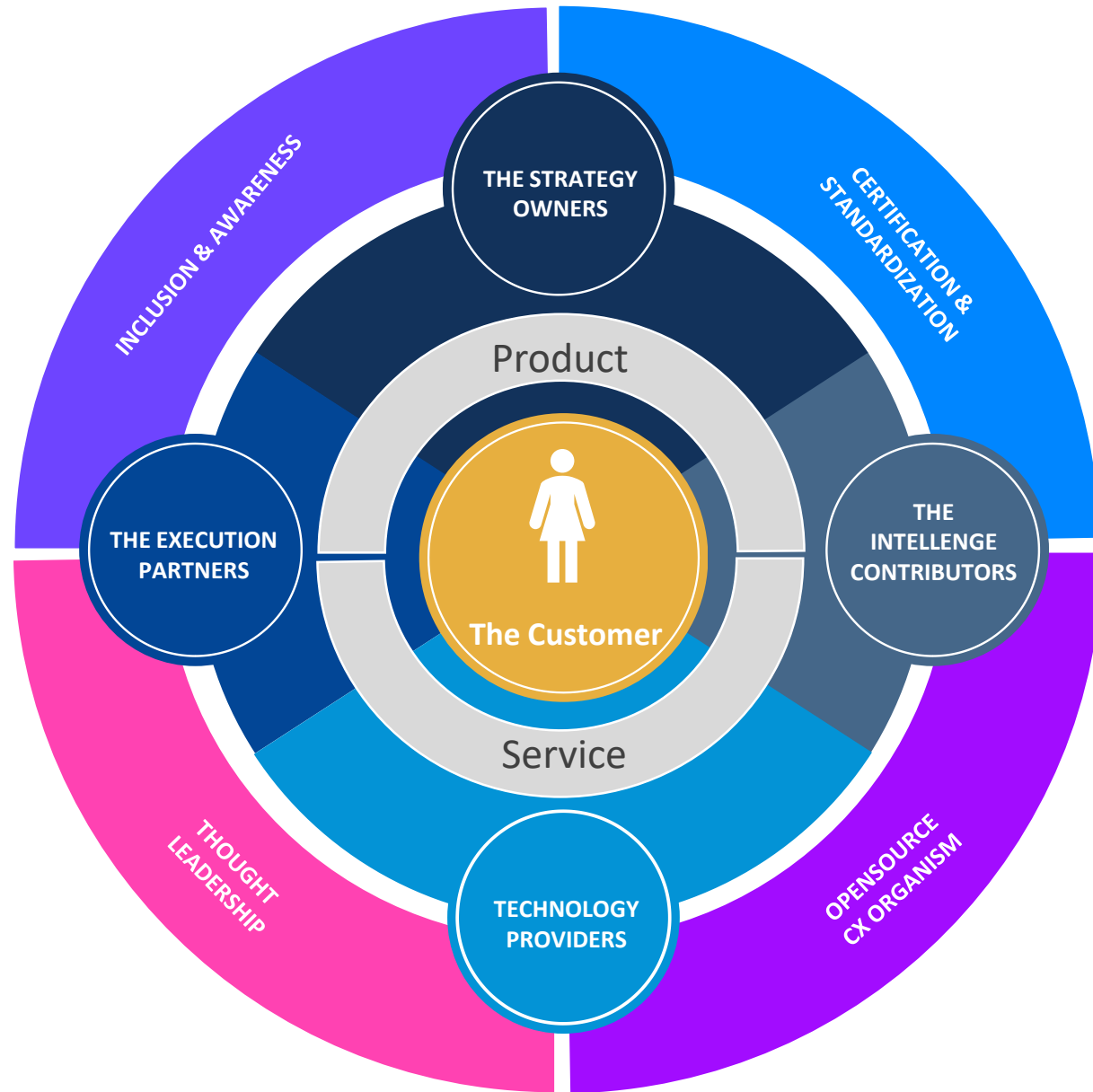
Supply Chain



ERP



Business Intelligence





**REPOSITIONING
TÜRKİYE AS
THE CX HUB
OF EUROPE**



**CUSTOMER
EXPERIENCE IS
ONLY THE
BEGINNING**

THANK YOU.



**5 OCT
2023**

**SWISSÔTEL
THE BOSPHORUS**

SAVE THE DATE

WE WOULD LIKE TO SEE YOU AT OUR GRAND SECTOR MEETING WHICH WILL CONTAIN "CUSTOMER EXPERIENCE", LAUNCHING OF OUR ASSOCIATION'S NEW NAME AND AT THE SAME TIME ANNOUNCING THE RESULTS OF THE MOST COMPREHENSIVE SECTOR'S RESEARCH MADE BY ALONGSIDE PWC PARTNERSHIP IN IT'S CENTER.