

Findings From Gartner's CRM Summit: Turkcell Wins Gartner's 2007 CRM Excellence Award in Europe

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Turkcell, Turkey's leading mobile communications provider, has won this year's Europe, Middle East and Africa CRM Excellence Award. Attendees of Gartner's EMEA CRM Summit felt it best demonstrated the use of Gartner's eight building blocks of CRM.

FINDINGS

Attendees of Gartner's Europe, Middle East and Africa (EMEA) CRM conference voted for Turkcell for the EMEA 2007 CRM Excellence Award. They felt it offered the best example of a CRM implementation that scored well across all eight of Gartner's building blocks of CRM, which are vision, strategy, valued customer experience, organizational collaboration, CRM processes, CRM information, CRM technology and CRM metrics. During its implementation, Turkcell learned that CRM program initiatives should be aligned with company goals, projects should be results-oriented and customer centricity is an ongoing process.

ANALYSIS

On 7 March 2007, Turkcell won the EMEA 2007 CRM Excellence Award, beating Allied Irish Bank and TomTom. Previous winners in EMEA include Essilor, Bankinter, KLM and Yorkshire Water.

Facing stiff market competition, Turkcell recognized the need to differentiate itself and decided on a CRM vision that would be a "journey to/with the customer" to "ease and enrich customers' lives." Turkcell felt that treating customers differently from its competitors should be part of its strategy.

The company implemented a four-phase CRM program. Stage 1 focused on strategy creation, organizational alignment and creation of an in-house CRM application. Stage 2 added a single system for logging and managing all customer feedback. Stage 3 involved end-to-end customer process redesign and the addition of a multichannel contact center. Stage 4 focused on ongoing improvements to drive customer loyalty and process efficiency. As a result, customer win-back ratios have risen, complaints have fallen and revenue has increased.

Attendees told us that they liked Turkcell's vision and clearly organized approach to its challenges. They were also impressed by the multichannel product development approach that was entirely driven by customers and rewarded their loyalty. And they noted the importance of having board-level support for the initiative. They also felt that it was clear that Turkcell made good use of customer segmentation and customization. In fact, some attendees feel that Turkcell's approach appears to take CRM to the next level by really thinking about the experience from an individual customer's view.

WHAT YOU NEED TO KNOW

Turkcell developed and implemented a well-architected CRM program that addressed all eight of Gartner's building blocks for CRM. It demonstrated these from the clarity of its vision and strategy to the execution and successful tracking through a range of associated metrics.

Determine how to apply all eight building blocks across your organization, and look for our forthcoming Case Study documents focusing on Turkcell and the other award nominees.

RECOMMENDED READING

"Learning From The European CRM Excellence Award"

"Essilor Increases Business-to-Business and Business-to-Consumer Revenue With CRM"

"Bankinter Differentiates Itself by Focusing on Innovation and CRM"

"KLM Demonstrates the Power of Persuasion to Drive CRM Success"

"Yorkshire Water Wins CRM Award With Business and IT Change"

"The Eight Building Blocks of CRM"

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