

Effective Communication with Our Customers

COMMUNICATION AND FEEDBACK

As Migros, we believe that success comes from creating value for society in line with our company values and customer-oriented approach. In order to achieve success together with our stakeholders and strive to boost our customers' experiences to the best possible level, we develop our communication channels and take care to respond quickly and effectively to our customers' expectations and feedback. Accordingly, we work in line with the requirements of the **TS ISO 10002 Customer Satisfaction Management System**. We record all the feedback from our customers, evaluate it with due respect to privacy and create fair and objective solutions in no later than 48 hours. In 2020, we received nearly **2,000,000 customer feedback** from all available channels. All incoming requests and recommendations were evaluated by relevant departments, and 90% of calls were concluded within the targeted period.

Keeping in mind the changing customer habits and needs due to digital transformation, we consider every channel that our customers use daily as a communication tool. Accordingly, we are improving our digital infrastructure and increasing the number



of channels we interact with our customers. With the **“Migros Interaction Platform”** (Migros Etkileşim Platformu), which we started to work on in 2020, we plan to anticipate possible questions of our customers by using artificial intelligence-supported applications and aim to offer “self-service solutions” according to their needs.

We closely follow topics and posts shared on social media about our company or our industry. We respond to the requests, questions and needs of our customers even if they are not directly sent to our official social media accounts. Accordingly, we **followed and analyzed 4,700,000 posts** forwarded to us on social media in 2020. Via **Social Media Tracking Screens**, we instantly follow new developments in our sector, prominent posts and their effects on our stakeholders, and we take the necessary actions quickly in this direction.



CUSTOMER COMMUNICATION CHANNELS

Communication Channel	Communication Address	Actions Taken
Customer Contact Center Line	444 10 44	All messages related Migros, Macrocenter Sanal Market, Macroonline and Migros Hemen are answered via the 444 10 44 Customer Communication Center line.
WhatsApp Line Corporate WhatsApp Line	0530 915 45 45 0530 300 13 00	All messages received via the 530 300 13 00 Corporate WhatsApp line are answered by chatbot and live support service is provided through the same channel.
Happy Customer Hotline	444 75 15	All messages about Tazedirekt are answered with the 444 75 15 Happy Customer Hotline.
Corporate Email Addresses	iletisim@migros.com.tr etik@migros.com.tr surdurulebilirlik@migros.com.tr	All feedback received via our corporate email addresses is answered.
Social-Media Platforms	Migros Money mobile application Migros Sanal Market mobile application Twitter Facebook Instagram Linkedin	All feedback received from Migros social-media accounts and the Migros mobile application is answered.

CUSTOMER COMMUNICATION CHANNELS

Communication Channel	Communication Address	Actions Taken
Happy Customer Hotline	444 75 15	All messages about Tazedirekt are answered with the 444 75 15 Happy Customer Hotline.
Social-Media Platforms	Twitter Facebook	All feedback received through Tazedirekt social-media accounts is answered.

CONSUMER AND BRAND RESEARCH

We measure the expectations of our customers in order to ensure customer satisfaction and loyalty, which are among our priorities, and continue to bring our service quality to the highest level with our innovative working methods. We use our research methods effectively to better understand the expectations of our customers and produce solutions for them, and we determine our goals and strategies in this direction with the feedback we receive from our customers. In this context, we conducted **136 online surveys** and consumer and trend surveys **involving 79,740 people** in 2020 as part of our internal projects.

At the same time, we conduct research with various methods to determine the brand value and character of our brands. In 2019, we were awarded the Silver Owl award in the Insightful Owl category by the Turkish Researchers' Association (TUAD) with the neuro-research we conducted with Thinkneuro to determine the brand character of Migros Sanal Market. With our research on "Post Covid New Normal Consumer Trends " with Nielsen, we have signed the most downloaded research on the **Consumer Goods Forum website** to date. With the Consumer Trends on **Sustainable Products in Turkey** research, which we conducted together with Thinkneuro and Nielsen IQ using surveys, focus groups and neuro-research methods, we brought the issue under a multidimensional lens and reshaped our approach to sustainability communication. This is also the second consumer research report we have published on the **Consumer Goods Forum website** for the global retail and Fast Consumer Products sector.

Our Accessibility Practices

Our “Accessible Migros” project started in 2017 with the aim of providing privileged services to our disabled and elderly customers. As part of the project, we designed the mobile application Migros Sanal Market (our e-commerce channel) to be fully compatible with screen reader programs used by the visually impaired. In addition, as of 2020, we have a total of **346 Migros and Macrocenter stores in 54 provinces** that have been converted in accordance with the concept of “Accessible Stores”.

Our accessible stores have:

- Accompanying service during shopping upon request,
- At least one employee who knows sign language and can be distinguished by the badges on their collar,
- Shelf ranges according to the transitions of wheelchairs,
- Ramps and railings at entrances,
- Wheelchairs available for elderly customers.

