

# Preserving the Confidence and Reputation

GRI 102-11

Celebrating its 65th anniversary in the Turkish retail industry, Migros strives for adding value to our society, economy and the environment with the ecosystem it has created. We support raising healthy and good generations with our understanding of fresh, healthy and quality products and services, and aim to be the first choice of customers that they can always trust by offering them a unique shopping experience. Leveraging our position as the most experienced supermarket chain in Turkey, we further our efforts to preserve the brand perception, reputation and confidence we have built in 65 years.

With the “**Migros is Good for You**” motto, we strive for improving our customers’ family budget, health and quality of life, namely being good for them throughout their life, whenever they need.

## BRAND RESEARCH

While trying to preserve our brand perception, reputation and confidence through uninterrupted communication with all our stakeholders, we closely follow the developments with our corporate research efforts. We witness the positive perception of our brand in the research conducted by independent organizations in addition to our own research.

We have been listed in by far the largest and most comprehensive reputation management survey “**RepMan Turkish Reputation League**”, where a total of 155 companies from 17 different industries were assessed.

**For the 16<sup>th</sup> consecutive year, Migros received the “Most Favorite Retailer” award in the Capital Magazine’s “Turkey’s Most Favorite Companies” survey.** In the same survey, we were also **listed among**

**the “20 Most Favorite Companies”,** which include all industries.

We won Turkey Reputation Academy’s “**Most Reputable Retail Store Brand Award**” in the “Turkey’s Most Reputable Brands” award ceremony.

In the Customer Loyalty Survey, which is conducted with an average of 2,400 participants every year, we achieved loyalty score 2.9 points higher than the food retail industry average in 2019. Moreover, we increased our “**Product Quality Offered to the Customer**” score **by 2 points** and our “**Brand and Product Range**” score **by 6 points** year-over-year. Also, our Customer Loyalty Survey showed that the most prominent reason why our customers preferred Migros was “their trust in Migros”.

We conduct various surveys to determine the brand value and character of our

brands. In 2019, we conducted a survey to focus on the brand value of Macrocenter and a neuro-research to focus on the brand character of Migros Sanal Market (our e-commerce channel).



# Good Customer Experience

GRI 103-1, 103-2-103-3, 418, 418-1

## COMMUNICATION AND FEEDBACK

Based on our distinctive shopping experience approach that forms the pillars of our long-standing history, our priorities include constant value creation for our customers, and rapid and effective response to their expectations and feedbacks. With continuously developing communication channels, **we strive to boost our customers' experiences to the best possible level.** 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 them with due respect to privacy and create fair and objective solutions in no later than 48 hours. In 2019, **we received nearly 1,500,000 customer feedbacks** from all available channels. All incoming requests and recommendations were evaluated by relevant departments, **and 95 percent of calls was concluded within the targeted period.**

## We have the TS ISO 10002 Customer Satisfaction Management System Certificate.

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, the number of our customer communication channels rise, or they improve with digital infrastructure each year. On top of the WhatsApp line we recently added to our communication channels, **we also launched a Corporate WhatsApp line this year that works with an entirely digital infrastructure and provides instant information with shortcuts.**

Moreover, 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 1,300,000 posts on social media in 2019. Via Social Media Tracking Screens, we follow instantly the trending topics about our industry, popular posts and their positive/ negative impact as well as atypical jumps in the number of posts, and then we rapidly take necessary action.

We consider opinions, requests and recommendations by our customers to be an important guide with which we can improve our activities. We feed big data through conventional channels and all available digital channels as well as with our detailed feedback analyses. We received the "Diamond" award in the National Supermarket Chain category at the "A.C.E (Achievement in Customer Excellence) Awards" where the brands that best manage the Customer Experience are recognized.



## Communication Channels Available to Our Customers

**MiGROS** macro▲center **MiGROS** sanalmarket

444 10 44  
Customer Hotline

Migros Mobile

0530 915 45 45  
WhatsApp Line

Twitter

0530 300 13 00  
Corporate WhatsApp Line

Facebook

[iletisim@migros.com.tr](mailto:iletisim@migros.com.tr)  
[etik@migros.com.tr](mailto:etik@migros.com.tr)  
[surdurulebilirlik@migros.com.tr](mailto:surdurulebilirlik@migros.com.tr)

Instagram

**taze**  
**Direkt**  
.com

444 75 15  
Happy Customer Hotline

Twitter Facebook

### CUSTOMER SATISFACTION RESEARCHES

Customer satisfaction and loyalty are among the priorities of our Company. We continue to enhance our service quality to the highest possible level with adjustable and innovative working methods in parallel with the needs and expectations of our customers. We make effective use of research methods to better understand our customers, conducting in-depth surveys that analyze even the micro-segments. The feedback we receive from customers that participate in the research provides valuable insights for our goals and strategies, helping us navigate our progress. In 2019, **we conducted consumer research and trend surveys that reached out to a total of 474,991 people.**

Following are some examples thereof:

- We conducted a survey with 431,000 people to measure satisfaction inside the stores as part of the Customer's Voice Survey project.
- As part of the Qualitative Customer's Voice Survey project, we engaged our store managers and worked with Focus Groups to gauge customer satisfaction levels.

- We surveyed 19,500 customers on various topics with the Customer Survey Program.
- We surveyed 257 people in Kazakhstan and 475 people in North Macedonia to measure customer satisfaction with Ramstores.

**We conducted consumer research and trend surveys that reached out to a total of 474,991 people.**



# Data Privacy

GRI 103-1, 103-2-103-3, 418, 418-1

*Privacy and Data Security Policy*, We give a detailed account of what information we collect from customers, for what purpose we use it and how we ensure information security. We share updates and explanatory information about customer data protection on our website: [www.migroskurumsal.com](http://www.migroskurumsal.com). In 2019, Migros did not receive any notices from authorities such as courts, prosecutor's offices or Ministries with regards to a violation of personal data protection. Moreover, pursuant to regulations and legislation, we delete customer information upon request by the given customer. In 2019, we deleted the information of 198 customers upon their requests.

