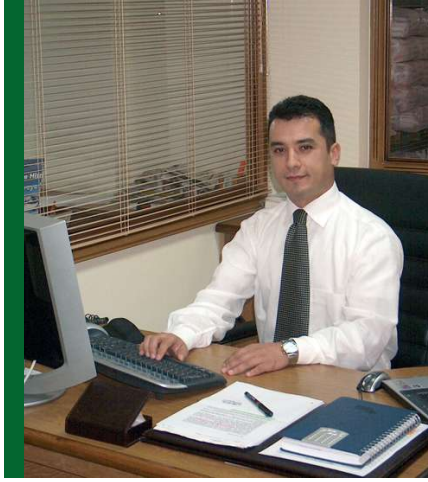


■ Customer Satisfaction Brings Success



Netsis in issues like customer satisfaction, inventory follow-up, and reporting, the company's name now also circulates in sectors other than the retailing sector.

Pehlivanoglu, one of the leading names in retailing, entered business twenty-four years ago in 1980, with its first supermarket in the Üçkuyular district of "zmir. In 1990, the company increased its number of supermarkets and became a retailer chain with its 72 stores in the Aegean Region. The most significant feature of the Pehlivanoglu Group, the product of 24-years of retailing experience, is its contribution to ceasing the rise of inflation in the region and the price references it creates for other enterprises. It is among Pehlivanoglu's highest priorities to provide for their customers' happiness. Therefore, the company targets at strengthening their communication with both their customers as well as their communication within the company, and makes big investments with this purpose. Pehlivanoglu's IT Manager Baris Özel explains: "Rather than competition, we prioritize the quality of our services. We regard competition as the quality of our services." Being the first group to start the "Consumer Card" and "Credit Card" application in "zmir, Pehlivanoglu has always taken the lead in application that offers

convenience for consumers. One of the rare companies that hold products in stock, follows the price movements in the market very closely. The company does not abandon its principle of selling at the old price until the stocks are sold out at the risk of loss on due date. Getting the support and contribution of technology and Netsis in issues like customer satisfaction, inventory follow-up, and reporting, the company's name now also circulates in sectors other than the retailing sector.

The importance of technology investments in critical business factors

Indicating productivity, profitability, customer satisfaction, maximum service quality and convenient prices policy as the critical business factors in the retailing sector, Mr Özel adds that these aspects are structures that complement one another. Drawing attention to the fact that logistics is also another highly important issue, Mr Özel says, "The warehouse, money management, immediately followed by purchasing of course... Besides their coordinated management, I think speed is another important issue.

Speed is important because if you cannot display on the shelf the product that the customer is looking for, this signifies a problem. This may lead the customer to not prefer you the next time. Immediate and relevant response to customer demands is the most important factor in conducting business." Another primary reason in Pehlivanoglu's success in the sector is the investments the company made in information technologies. Working with Netsis for many years, Pehlivanoglu Group of Companies migrated from Millenium Open ERP to Fusion ERP solution in 2002. Today, the company uses Netsis Fusion in its IT infrastructure and back office. The integration between the company's IBM cash registers and back office is made with the special applications Netsis developed for Pehlivanoglu. Mr Özel explains this special integration with the following words: "When a sale is recorded at the counter, this is automatically recorded in the back office. This is how the system works. We are also currently implementing a project for this. Now, the connection is made when desired, however in a very short time we will achieve highly productive input at every one of our supermarkets." Mr Özel explains their reasons for choosing Netsis as follows: "One of the most important issues in this sector is inventory counting and control. After we started working with Netsis, the counting operation was transferred to the electronic environment and we were able to minimize human errors. This is a big plus because the purpose here is to keep the human factor out of this operation A due to error possibilitiesA and automate the process."

fusion@6

fusion@6
standard

entegre@6

NETSIS

www.netsis.com.tr