

As İşbank, we believe that each of our customers is special and precious, and we try our best for a perfect customer experience. We focus on our customers' needs and expectations in all our works and regard their feedback as a very valuable opportunity to ensure improvement of our products and services.

Turning our products and services into customer appreciation is our greatest motivation.

Our principles we have adopted to offer a good and high-quality service are as follows:

Customer Orientation

We consider our customers' satisfaction and the continuity of customer relation of vital, listen to all their demands, complaints and suggestions with care and sensitivity, and develop innovative and tailored to need solutions together with the active participation of our customers.

Contactless Solution or First Contact Solution

Solving all kinds of problems when they occur, if possible, without the need for a farther communication, and if not, at the moment our customers contact our Bank, without tiring them out is our primary goal.

The process for us is completed when the situation causing the notice is resolved permanently, not when the feedback is responded.

It is forbidden to make a direct or indirect payment, give gifts, make personal payments, aids or donations to any government official or any person, institution or organization to have influence on any decision regarding the continuation of the Bank's activities or for the benefit of the institution.

Accessibility

Our customers may convey their questions, requests and complaints to our Bank through various channels, primarily through our website www.isbank.com.tr, our Internet Branch, our mobile application İşCep, our Call Center, our Branches and our social media accounts. We carefully follow the sharing addressed to our social media accounts; take the necessary actions on issues we can help and immediately inform our customers. Our studies on diversifying these channels pursuant to customer needs and current conditions continuously continue.

Continuous Improvement

Our customers' feedbacks light our way! Requests of our customers guide us in the process of continuously improving our products and services pursuant to customer needs. We track and continuously improve all our processes with the support of artificial intelligence and data analytics.

Trustworthiness

We prioritize mutual goodwill and understanding in our relations, and make necessary informing in time, accurately and completely in a clear and apprehensible manner. Trust of our customers in us is our most precious capital.

Justice

We carry out all transactions and needs relevantly and accurately and never compromise on honesty in our relationships.

Transparency

We clearly understand the requests and needs and explain to the relevant parties the benefits the transactions and services provide and the obligations they bring in time and completely.

Social Benefit and Respect for the Environment

In all our activities, we prioritize the principle of creating social benefits in every area of life such as economy, education, culture and health and the principle of respect for the environment/protection of the environment as well as sustainability.

Employee Development

We value our employees and we know that this value will reflect on our customers. With this in mind, as the İşbank family, we determine our areas of improvement and ensure the continuous improvement of our employees to ensure a perfect customer experience.

Impartiality

We treat our customers and colleagues equally and reject all kinds of discrimination.

Quality

We always aim to offer service with the sense of quality above expectations. In accordance with this purpose, we ask our customers to rate our response in our answers; besides, we instantly track the experience we offer in our branches and digital banking channels through surveys. We consider our customers' feedback as an important input for the continuous improvement of the quality of the services we offer.

Legislative Harmonization and Confidentiality

We perform all our activities in compliance with banking principles and legislation, and protect information in the nature of bank and customer secrets and personal data within the framework of our information security policies.

We evaluate and record the information and documents relevant to our activities, and keep our records in compliance with the purpose of using in reporting and audits.