

TMME Quarter 2 2009 Results were released

TMME Quarter 2 2009 results were released in August, 2009. The research for 2nd Quarter 2009 of TMME was conducted by Ka Research Limited (KARL) and KalDer



The results of the latest round, 2nd Quarter 2009, of the Turkish Customer Satisfaction Index (TCSI) (TMME in Turkish), were released in 26 August 2009.

The research for 2nd Quarter 2009 of TMME was conducted by KA Research Ltd (KARL) and KalDer - Turkish Society for Quality. This took place between 29 June and 11 July 2009.

Erikli, İçim fruit juice, Opet, and Turkish Airlines recieved the highest scores in each of their individual sectors. The full results are available at www.tmme.org.tr

Views of some 5,980 customers residing in 81 different cities spread throughout the country were sought for 4 sectors and included 21 brands, categories or companies.

Turkish National Customer Satisfaction Index has entered its 5th year of measurement. KA Research Limited developed TMME in cooperation with KalDer - Turkish Society for Quality, under its exclusive license agreement with ACSI and University of Michigan, also endorsed by TOBB - Union of Chambers and Commodity Exchanges of Turkey. The results of TMME are published quarterly in the national news media. For further information please visit the following websites/links:

<http://www.tmme.org.tr>