TMME Q4 2008 Results were released

TMME Quarter 4 2008 results were released in March, 2009. The research for 4th Quarter of TMME was conducted by Ka Research Limited (KARL) and KalDer

TMME

Türkiye Müşteri Memnuniyeti Endeksi

The results of the 4th Quarter 2008, of the Turkish Customer Satisfaction Index (TCSI) (TMME in Turkish), were released in 10 March 2009.T he research for 4th Quarter 2008 of TMME was conducted by KA Research Ltd (KARL) and KalDer - Turkish Society for Quality. This took place between 16 December – 28 January 2009.

Arçelik, Yurtiçi Kargo, Anadolu Sigorta, BİM, Toyota, Ziraat Bankası, Yapı Kredi Bankası and Pınar recieved the highest scores in each of their individual sectors. The full results are available at www.tmme.org.tr

Views of some 12,254 customers residing in 81 different cities spread throughout the country were sought for 9 sectors and included 40 brands, categories or companies.

TMME, Turkish National Customer Satisfaction Index has entered its 4th 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