

KPI	2019-20	2022	2023	2024	2025 YTD
NPS (Net Promoter Score)	45 (Q4 20)	57 (Q3 21)	54	56	59,7
CSAT (Customer Satisfaction)	-	34	40	44	49
E-Commerce Contact Rate	43,20%	18,90%	14,10%	17,80%	17,60%
Complaint Ratio	13,40%	4,20%	3,70%	5,10%	5%
Service Level (≤20 seconds Response)	53	82	86	78,3	91
First Call Resolution	50%	—	85%	85%	87%
Average Resolution Time	147 hours	45 hours	7,6 hours	8,5 hours	6,5 hours
Repeat Call Ratio	3,65	1,46	1,22	1,23	1,22
On-Time Collection (E-Commerce Order Picking On Time)	N/A	87,3	88,9	89,7	93,2
On-Time Delivery (E-Commerce Order Delivery On Time)	29%	75%	90%	91,50%	91,10%
No-Ship (Unfulfilled Product) Ratio	8,70%	3,20%	4,20%	4,60%	4,80%
Churned Customer Win-Back Rate	N/A	N/A	N/A	N/A	12,50%
Live Support Demand Reduction Rate for Stock Inquiries	N/A	N/A	N/A	N/A	38%
Cost Savings from Stock Inquiry Service on Whatsapp & Chatbot Auto-Replies (May–July 2025, in TL)	N/A	N/A	N/A	N/A	110K
Call Center Revenue (2025 YTD, in TL)	N/A	N/A	N/A	N/A	96M
E-commerce Order Growth Rate	N/A	N/A	N/A	N/A	32,50%
Return Resolution Time (in Hours)	N/A	N/A	N/A	8,5	3,5

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