Company: Türk Telekom, İstanbul
Nomination Submitted by: Türk Telekomünikasyon A.Ş.
Company Description: Türk Telekom, with more than 180 years of history, is the first integrated telecommunications operator in Turkey. "Turkey's Multiplay Provider" Türk Telekom has 17.4 million fixed access lines, 15.4 million broadband, 27.9 million mobile and 2.9 million TV subscribers as of March 31, 2025.
Nomination Category: Website Categories
Nomination Sub Category: Industry - Telecommunications
Nomination Title: Türk Telekom Website Introduction

1. Briefly describe this entry's communications objectives and how it met those objectives (up to 200 words):

    Total 178 words used.

    Türk Telekom website aims to meet users' digital needs quickly and easily. Thanks to a continuously improved experience, visitors can easily access products and services, get information about campaigns and tariffs, complete their purchases, and make device purchases. These goals have been achieved through improvements in user experience, conducted by digital teams through usability tests. Türk Telekom website has been made accessible for visually impaired and hearing-impaired individuals. The website complies with the WCAG 2.1 accessibility standard and has achieved a 90% accessibility score. According to Google Search Console data, when comparing the fourth quarter of 2024 to the fourth quarter of 2023, Google impressions increased by 71%, while Google click metrics increased by 105%. The Exit Intent feature successfully generated 31,000 leads in 2024. According to Google Lighthouse metrics, The website surpasses its competitors in accessibility, SEO, and performance, and Similarweb data indicates double the visitor count compared to its closest competitor. Users can conveniently submit service applications online, and the AI-powered chatbot TiTi provides personalized customer support, raising customer satisfaction scores to 4.7.

2. List the appropriate creative and production credits for this entry:

    - Digital Channel (Web&Chatbot) Department
    - Digital Customer Experience Department
    - UX&UI Department
    - Marketing Teams
    - SEO Teams
    - Software Development and Content Teams

3. When was this site or blog first published?

    Türk Telekom's website, www.turktelekom.com.tr, was first launched on February 20, 2001, and has been continuously updated and developed as part of the company's digital transformation. Its modern and user-friendly design received a comprehensive update in November 2022. The website extensively utilizes AI (Artificial Intelligence) technologies and, according to Google Lighthouse data, leads its competitors in SEO, accessibility, and performance.

Attachments/Videos/Links:

Türk Telekom Website Introduction

No attachment available for this nomination.