

ATASUN KAŞBAŞ

SENIOR CUSTOMER EXPERIENCE EXECUTIVE

CONTACT

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📍 Istanbul, TURKEY

SKILLS

Customer Experience Strategy

Marketing strategy

CRM & Loyalty

Leadership

EDUCATION

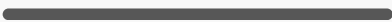
Economics - Bachelor's

Istanbul University

1997 - 2002

LANGUAGES

English 

Turkish 

German 

PROFILE

As a marketing and customer experience professional with extensive experience, I have a successful history of creating effective campaigns and strategies. My skill set includes CX, CRM, VoC, digital marketing, and campaign management, and I possess excellent communication and leadership abilities. I am committed to achieving results and staying current with industry trends and technologies. Also, I am a member of CXPA, judge for CX awards, spokesperson at several reputable summits, and storyteller.

WORK EXPERIENCE

CX & Marketing Director

Istanbul Foundation for Culture and Arts (İKSV) Dec.2021- -present

- First started at İKSV as Customer Experience & CRM Manager, I was proudly promoted to the director of CX&Marketing in 8 months.
- Build up Customer Experience strategy and department from scratch.
- A stunning NPS (89) was published as a case study paper.
- Build up a call center from scratch as a part of the CX strategy.
- Build up chat-bot from scratch (Customer rating 4,3/5)
- Build up Voice of Customer workshops and shift in corporate culture
- Build up individualized cross-channel customer experience from scratch with a world-class partner (Insider) from scratch
- Upgraded CRM system to CDP (customer data platform)
- A brand new digital marketing strategy & execution increased sales %34,5 YoY
- A brand new marketing plan helped us achieve a reach 275% with the same budget
- Successful outsourcing of printing jobs increased quality & cost saving
- A long term strategy for İKSV accepted from the general manager.
- Digital transformation lead.

Senior CRM & Customer Experience Manager

Penti , Istanbul - Turkey Apr.2017 - Dec.2021

- Customer experience manager of a top retailer with more than 550 stores in Turkey, Romania, Cyprus, and Kazakhstan.
- Significant increase in Net Promoter Score (NPS)
- A brand new customer experience methodology was invented by me and helped to detect defective products. (Penti withdrew a couple of products from sales with this methodology)
- Another customer experience analysis helped Penti to change the store size strategy and increase tremendous revenue & profitability.
- Customer experience management = Significant increase in NPS
- Loyalty management= Running a daily business and designing a brand new loyalty program. (One of the top 3 loyalty programs in 2019 in the clothing industry. Research conducted by an independent loyalty consultancy company.)
- Campaign management = Generated tens of million USD (annual) incremental turnover and 22X ROI
- Call center management = High-performance team with huge NPS & CSAT progress.
- Database marketing, x-sell & upsell, and driving incremental revenue are the otherKPI's

Loyalty Director

D-Smart , Istanbul - Turkey

Jun.2014- -Apr.2017

Responsible for customer loyalty, customer experience, especially churn and retention management, x-sell, and upsell activities of existing TV, bundle, and internet subscribers. For this purpose, also responsible for determining call center operation strategies, guiding and training the call center team -approximately 250 agents-

Accomplishments:

- Decreased the churn rate dramatically
- The retention rate has increased by 30 percentage points in 12 months.
- Achieved the company's highest collection rate from the suspended subscribers

Product Manager

Turkcell Global Bilgi , Istanbul - Turkey

Mar.2011- Jun.2014

Product and Project Manager of Turkcell's leading back-office (CRM) software, which has approximately 2 million tickets/per month

Responsible for defining and planning product line and product enhancement, setting strategic direction based on customer needs and business goals, evaluating risks and trade-offs, proposing contingency plans, and branding

Loyalty & Revenue Manager

D-Smart, Istanbul - Turkey

May.2010- Mar.2014

Responsible for churn, retention, loyalty, x-sell and upsell management of existing TV and internet subscribers, campaign management to increase ARPU, and leading business analysts at CRM project.

Revenue & Product Manager

Digiturk (Bein), Istanbul - Turkey

May.2007- May.2010

Product manager and responsible of business lines which have tens of million US Dollars annual revenue: Digiturk Plus, Digiturk HD, Digiturk Magazine, PPV, erotic channels, and GS TV.

- The sales volume of Digiturk Plus was exceeded the forecast by 30% in 2009
- The PPV revenue was tripled of the preceding 7 years
- Subscription base of erotic channels was more than doubled the preceding year in 2009

Campaign Manager

Akbank, Istanbul - Turkey

Jan.2006- May.2007

Responsible for Akbank's CRM activities, projects, x-sell and upsell activities, database marketing, campaign management & communication.

Rolled-out two prominent and successful projects

Assistant Manager of Marketing

Fortis Pension, Istanbul - Turkey

Apr.2005- Jan.2006

Responsible for the projects in Marketing Dpt:

- Corporate web site
- CRM projects
- Data mining
- Segmentation
- Programming corporate portal
- Campaign management
- Database management

Business Analyst

Agesa Pension, Istanbul - Turkey

Oct.2002- Agu.2004

Responsible for the projects as a Business Analyst in Planning & Project Management Dpt:

- Document Management
- Workflow automation
- Corporate portal
- Corporate website
- E-learning
- Corporate portal admin(IBM WebSphere Portal Server Administrator)
- Disaster recovery and BCP

Customer Services

HSBC, Istanbul - Turkey

Sep.2000- Sep.2002

Responsible for

- Call center agent specialized in investing for foreign customers
- Quality and controls of the process in the call center
- Designing MsAccess database applications