

## Mitsubishi Electric Türkiye Meets with Its Service Partners

**Mitsubishi Electric Türkiye Air-Conditioning Systems came together with its service partners from across Türkiye at a service services meeting. Aiming to create a customer experience based on high satisfaction both before and after sales, Mitsubishi Electric Türkiye introduced its new service concept for the first time at this meeting. With its new after-sales services, the ServisFit concept and application, the company is making its business processes more “fit” and taking after-sales services one step further.**

Mitsubishi Electric Türkiye Air-Conditioning Systems met with business and solution partners from all over Türkiye at the meeting held in Cyprus, hosted by Mitsubishi Electric Türkiye Vice President Jun Horibe. At the meeting, solutions focused on updating employee competencies, ensuring their sustainable and effective utilization, and improving after-sales customer services were discussed. The ServisFit concept and application were also shared with business partners for the first time.

Operating with 183 authorized service points in 51 cities, Mitsubishi Electric Air-Conditioning Systems aims, through the ServisFit concept, to ensure more fit, more agile, and more tightly integrated business processes in a sustainable manner and to further strengthen its after-sales service network. By accelerating project-site and maintenance inspections as well as the monitoring and commissioning processes of special projects through the ServisFit concept, Mitsubishi Electric Türkiye Climate Systems aims to enhance its after-sales service network and reach the highest level of customer satisfaction.

**“Mitsubishi Electric Climate Systems’ 360-degree customer experience and satisfaction will reach its peak with ServisFit”**

Delivering the opening speech at the meeting, Mitsubishi Electric Türkiye Vice President Jun Horibe stated, “With our ‘Kesfetteam’ application, we strengthened the exclusive and privileged services we offer our customers before sales, and now we are also reinforcing these services after sales through the ServisFit concept. From now on, all initiatives related to our service activities will be crowned with our ServisFit concept and the motto ‘Let’s Move into the Future with the Power of Change.’ With ServisFit, which aims to ‘fit’ our operational performance by supporting status and competency development, while easing the workload of our service network through more fit, more agile, and more integrated business processes, we aim to enable all our business partners to make a difference in the field and to elevate Mitsubishi Electric Climate Systems’ 360-degree customer experience and satisfaction to a much higher level.”

Mitsubishi Electric Climate Systems, which continues all its global operations with an uninterrupted and high-quality service approach, delivers premium-quality products to the air conditioning market. The company emphasizes that its products can always move one step further only when supported by an advanced service mindset. Based on the concept of the “Balance of Excellence” across all units and operations, the company builds a strong after-sales service network alongside its high-quality and robust products. Investing significantly in human resources as well as customer satisfaction, Mitsubishi Electric Türkiye enhances the expertise of its authorized service partners, adding value to their



operational performance. With its end-to-end solutions across different fields, the company aims to continue renewing itself and implementing new transformations in 2024.

Meanwhile, through the “Service Scoring System” application, after-sales services can be defined quantitatively. With this system, Mitsubishi Electric Climate Systems can measure service quality and the level of service provided by its business partners, aiming to demonstrate its field capabilities in the most effective way and ensure their continuity.