

# Yaktaş gives quality and instant service with Logo CRM.



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Yaktaş, leader of flooring industry in Turkey for last 22 years, distributes the world's branded products to health, educational institutions, hotels, chain stores and indoor stadium sectors. The company required a Customer Relationship Management (CRM) solution to monitor and report sales and marketing operations spans across Turkey. Yaktaş preferred Logo CRM solution which meets the requirements of company, along with its easily adaptable structure, user friendly interface and web-based infrastructure. They also use Logo Netsis 3 Standard as ERP solution.

- Jugnu is Logo's registered trademark in India.
- j-guar 3 is Logo's registered trademark in Turkey.

## YAKTAŞ – LOGO CRM Project

Yaktaş has been gladly using Logo Netsis 3 Standard ERP program for 4 years. The Logo CRM solution attracted attention with its positive references and it is fully integrated with Netsis 3 Standard ERP. This effected the preference of Yaktaş. The user-friendly nature of Logo CRM and ease of use by sales team on the field through mobile applications are some of the reasons for the decision. Logo CRM has successfully integrated Customer Relationship Management into all business processes.



**Tunçay Taçay,**  
Vice President, Yaktaş

*"Today, not only companies that provide quality and affordable products and services, but also companies that listen, understand, and respond quickly to their needs are preferred. In this sense, Logo CRM is a solution partner for us to manage, track and report all our sales and marketing operations."*



**Sinan Çırçır,**  
Financial and Administrative Affairs Manager, Yaktaş

*"Logo software solutions in Turkey are based on many years of experience and we are confident in the results generated by their ERP product in the market, so we preferred Logo for our CRM also. With Logo CRM, we can meet the expectations of our customers quickly and effectively."*

### Requirements

- Meeting customers' changing needs.
- Provide effective management, follow-up and reporting of sales and marketing operations.
- To record all field activities.

### Solutions

- Logo CRM
- Logo Netsis 3 Standard

### Benefits

- Increase in Customer satisfaction
- Significant improvement in database reliability
- Detailed analysis and reporting
- Reduction of workload of customer representatives and sales teams
- Performance enhancements in sales teams thanks to mobile applications
- More effective communication with prospective clients