



Best Taste
for All



Guest Experience Policy

As BTA Havalimanları Yiyecek ve İçecek Hizmetleri A.Ş.; we consider integrating our quality approach into all our activities and providing our guests with services at world standards, while ensuring the highest level of guest satisfaction, as our fundamental priority. We act with the awareness that guest satisfaction is an integral part of the sustainability of service quality, brand reliability, and the culture of continual improvement.

We handle the opinions, suggestions, requests, and complaints received from our guests in an objective, fair, impartial, and confidential manner, and we support the development of our products and services in line with changing needs and expectations. We regard guest feedback as one of the key inputs for the continual improvement of our service quality and guest experience, in accordance with our quality policy.

Guest needs and expectations are managed in compliance with the quality management system, health, safety, security, and environmental standards, in line with the principles outlined below:

- Accessible channels through which our guests can submit all types of feedback are provided in a transparent, clear, and easily reachable manner; feedback is evaluated within the defined target timeframes
- Without requesting any fee from our guests, feedback is handled in a guest-focused, fair, impartial, and unbiased manner, and personal data is protected in accordance with confidentiality principles.
- All feedback received from guests is regularly analyzed, reviewed, and reported; the effectiveness and efficiency of our complaint handling process are monitored.
- In order to enhance the effectiveness of the process, the competencies of our employees are developed through training and information sharing, and awareness and responsibility regarding guest satisfaction are supported.
- Guest experience and satisfaction is measured at defined intervals, and improvement activities are evaluated based on the results obtained.

Within the scope of our Guest Experience Policy, we address all our processes, including feedback and complaint management, in line with the principles of guest centricity, consistency, and continual improvement, and we commit to delivering a value-creating experience for our guests at every touchpoint.