



DOĞU
YATIRIM HOLDİNG

ASBERG GROUP

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History



- 2006: Founded in 2006 as a offshore outsourced Call Center Services Firm in Istanbul.
100 Seats- Native German Speaker Team
Sector: Telecommunication
Client: Deutsche Telekom
Arbeyes Call Center Services
- 2007: Call Center Services for different sectors and for other German-speaking countries. Insurance- Internet Security-etc.- Austria ,Switzerland
Signal Iduna ,Protectum Wohnungsbaugenossenschaft,Starway etc...
- 2008: The Competition - German Electricity Sector,we have begun to provide our Call Center Services,for the German Electricity supplier firms Yello Strom- Teldafax-Vattenfall
- 2009: Solutions for for Turkey;
Corporate Sales for TTNET.
Vakif Bank Credit Card Sales.Dsmart – Digiturk,Millenicom.

History



- 2010: Professional Call Center Services for Türk Telekom with more than 100 Agents. More than 2 million Turk Telekom Customers Called for several projects;
 - b2b and b2c-Retail and Corporate,
 - Upgrade-Upsell-Crosssell- Lead Generation
- 2011: Call Center and Field Sale Services for the football teams Fenerbahçe, Galatasaray , Beşiktaş
Pilot Telesales Project for Coren Enerji
- 2012: Cooperation of THY and Turkcell Europe -TV Commercial Project - Inbound Hotline Services.
For Ticket Restaurants (Edenred Turkey) Professional Call Center Services
- 2013: Multi Channel Sales & Marketing Services (Online-Field-Call Center)
Pilot Field Sales Project for Aksa Enerji.

Call Center Services

Telesales

Inbound

Survey

Sms

IVR-Intelligent Voice
Broadcasting



Digital Marketing Services

E-mailing

Retargeting

Display

Affiliate CPM CPL CPA



Mobile Marketing

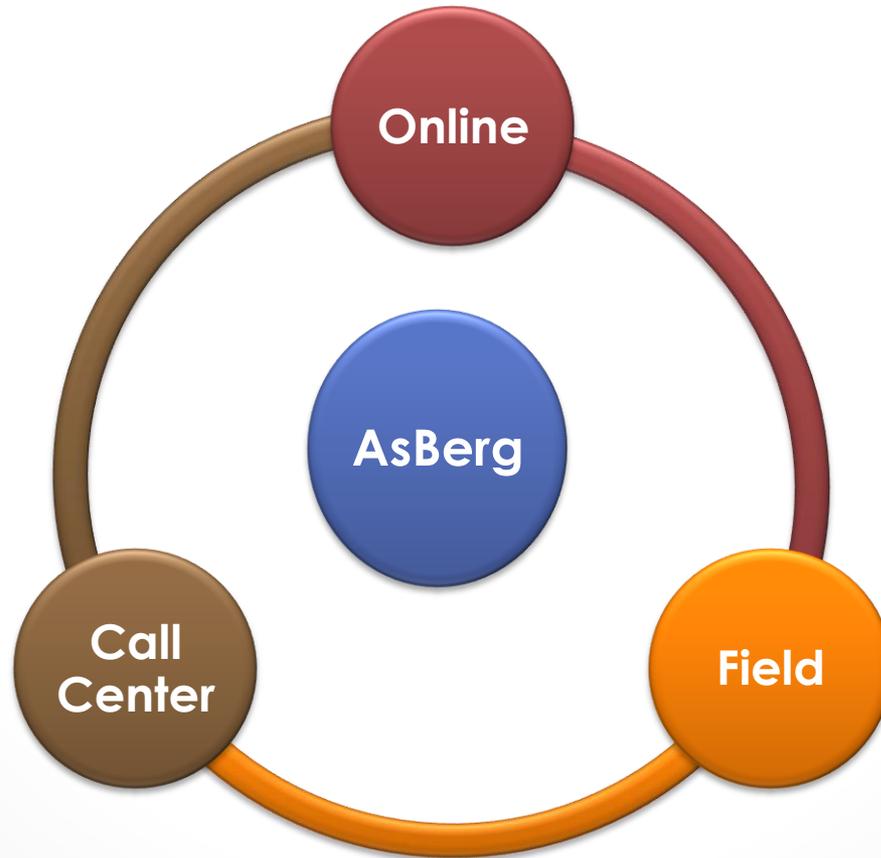
Affiliate

Performance Marketing!!!!!!!!!!!!

Cash back

Multi Channel Services

« CONNECTING CENTER »



Multi Channel Services

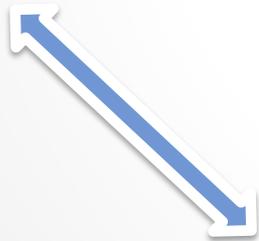
How to do??



Online Lead Generation



Call Center Services



Field



References

Abroad References



References

Local References



Location



ASBERG GROUP

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Thank You

