

OUR QUALITY POLICY

In accordance with its quality policy,

Genel Transport

- Perceives the ISO 9001 Quality Management System as a tool to improve service quality and sustains it within its corporate culture,
- Develops its quality management system together with the participation of its employees and ensures its sustainable effectiveness.
- As a progressing organisation, Genel Transport updates its processes in line with its needs and enhances its service quality in line with the principle of continuous improvement,
- Considers its employees as the reflection of its corporate culture and ensures employees' satisfaction, as they generate services in accordance with the company policy,
- Monitors its employees' performance for continuous service quality improvement and contributes to their progress,
- Maintains customer satisfaction by appreciating its human resources, who are the specialists of our policy for quality and ensure its future,
- Enhances service quality and customer satisfaction by the effective use of technology,
- Ensures continuity of service quality by maintaining and developing reliable cooperation in Turkey and worldwide,
- Pursues quality in supplier relations and ensures accessibility, reliability and durability in the logistics service chain by closely monitoring suppliers' performance,
- Pursues customers' interest through its customer focussed approach and respects suppliers' rights,
- Monitors customers' expectations and satisfaction closely, perceives their feedback as the opportunity to improve its service quality,
- Works under the principle of error reduction by detecting the disruptions that may occur in service delivery with a view to avoiding any possible problem,
- Fulfils all commitments in its entirety by providing its customers with quality service in line with its performance targets,
- Provides flexible solutions, even beyond customers' demands in line with the best combination of speed vs. cost,
- Meets national and international customers' expectations at the highest level and reputedly represents its industry in Turkey and worldwide through the quality of its services,
- Supports all innovation that will increase national services' standards by closely following the developments of the industry,
- Guides its customers effectively by closely following the applicable legislation,
- Keeps up with its more than thirty years' reputation,
- Utilises its resources effectively,
- Avoids any compromise on current national and international legislations, laws and ethical values in every field of its activity.

Turgut Erkeskin

President & CEO

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