

## A 101 – Retail

A101 grows at an incredible pace. They opened 1.000 new stores every year, for the last few years, now having more than 10.000 stores. At the same time, they invest hugely in digital channels, and the volume there is growing as much, almost doubling every year, for the last few years.

As a result of the DMI sessions, A101 has a new roadmap in various areas, ranging from customer experience to operational excellence and new innovative business models.

# A.101



Digitalisation is happening in all aspects of daily life. We wish to adapt to that and build a roadmap in consideration of country dynamics, retail sector dynamics and our corporate culture. One of the most important aspects of the process was the DMI Digital Maturity Index Study which allowed us to have a clear picture of where we are and to set our priorities in an objective manner.

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