**Yeşim Group strengthens its customer-oriented culture**

**In October, Yeşim Group organized a workshop with participants from different departments at Yeşim Academy in cooperation with BenMaker, focusing on the value of “We Walk Hand in Hand with Our Customers”.**

In October, Yeşim Group organized a special workshop at Yeşim Academy in order to contribute to the professional development of its employees by focusing on the value of “We Walk Hand in Hand with Our Customers”. In cooperation with BenMaker, 40 participants from different departments took part in the event, which aimed to improve the manual skills of employees and transfer corporate values to business processes.

The event organized by Yeşim Group to raise awareness on values and culture started with the opening speech of Dilek Cesur, Corporate Communications Director. Cesur emphasized the meaning of Yeşim Group's “We Walk Hand in Hand with Our Customers” value for the organization and shared information on how this value can be kept alive in daily business life. Speaking before the workshop, which was also attended by Yüksel Çetin, Vice Chairperson of the Board of Directors of BenMaker, Trainer Ömer Çetin told the story of the formation of the BenMaker brand and informed the participants about the work they will carry out during the event.

In the workshop that started after the speeches, participants had the opportunity to explore the concept of customer orientation in depth. Throughout the event, which contributed to the individual development of employees as well as the development of their hand skills, materials reflecting our values were transformed into design products.

Yeşim Group aims to reinforce its commitment to training and development with the events it organizes and to strengthen the customer-oriented culture throughout the organization by continuing its activities that support the professional competencies of its employees in the future.