



REPUBLIC OF TÜRKİYE
OSTİM TECHNICAL UNIVERSITY

**ANALYZING AND IMPROVING CUSTOMER FOLLOW-UP
STRATEGIES AFTER INITIAL CONTACT AT 4A MEDICAL**

GRADUATION PROJECT

FATIMA AHMAD ABASHIR
200101975

INTERNATIONAL TRADE AND FINANCE

ANKARA 2025

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FACULTY of ECONOMICS and ADMINISTRATIVE SCIENCES

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GRADUATION PROJECT APPROVAL PAGE

This graduation project titled “Analyzing and Improving Customer Follow-Up Strategies After Initial Contact at 4A Medical” by Fatima Ahmad Bashir (Department of International Trade and Finance) has been reviewed and approved as a graduation project by the faculty members listed below.

[First Jury Member]

[Second Jury Member]

[Third Jury Member]

ABSTRACT

Analyzing and Improving Customer Follow-Up Strategies After Initial Contact at 4A Medical

The customer follow-up policies of 4A Medical following their initial interaction with a foreign buyer are investigated in this paper. The company gives foreign sales top priority, hence our study will focus on them. The primary concern is if the follow-up strategies of medical businesses raise client satisfaction and conversion rates. Lack of a clear and methodical process for following up with customers after first contact results in missed sales and inadequate relationships. Emphasizing data organization and worldwide customer response, the study will examine 4A Medical's follow-up methods, spot system flaws, and suggest improvements. Apart from statistical instruments, descriptive-analytical techniques were used to investigate staff members' assessments of present follow-up efficiency. The poll revealed the business did not employ a single digital system for customer follow-up. It Excelicallly logs and analyzes client data. Global communications links it to customers outside Turkey. This compromises the team's capacity to precisely track every client's situation and emphasizes the need of a CRM system in gathering and changing client data. The study advised a digital follow-up system to increase teamwork, lower lost leads, and provide consumers faster and more customized responses. It also underlined the need of organizational-wide follow-up and team training.

KEYWORDS: CRM SYSTEM, 4A MEDICAL, FOLLOW-UP, CUSTOMER SATISFACTION, INITIAL CONTACT

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