

Case Study

Excellent Customer Experience with Digital Meal Cards: TokenFlex's Success Story



January 2025

Turkiye's First Fully Digital Meal Card

TokenFlex, the new generation payment solutions brand of Token, the financial technologies representative of Koç Group, has steadily continued its rapid growth in the sector since 2022 as Türkiye's first fully digital meal card.



Today, TokenFlex serves more than 100,000 users working in corporate companies and SMEs. It can be used at over 50,000 locations throughout Türkiye, continuously expanding its network of affiliated businesses. It stands out with its widespread presence in the local market ecosystem.

TokenFlex, which aims to contribute to the digital transformation of companies with its innovative solutions and make the work

processes of Human Resources departments more effective and easier through technology, offers different gift options to institutions with its recently launched digital gift card. The TokenFlex gift card can be used at Türkiye's leading brands.

Portakal, the online B2B marketplace for the food sector, brings businesses and suppliers together. Operating under the assurance of Koç Holding and TokenFlex, Portakal provides businesses with food and non-food products at advantageous prices, while suppliers gain access to a wide customer portfolio and a new channel for sales.

Requirement: Measuring and Managing Customer Experience on Mobile Apps

TokenFlex, which serves employees of its corporate customers through affiliated businesses across Türkiye, needed to measure customer experience at all touchpoints and gather insights for a perfect TokenFlex experience.

In early 2023, TokenFlex initiated a customer experience project with Wiseback to measure the **CSAT (Customer Satisfaction)** score in detail at every step of the TokenFlex customer experience journey, which centers around mobile applications.



In 2024, the project scope was expanded to include the transfer and analysis of user reviews from **Google Play** and **App Store** for the TokenFlex application, as well as customer comments from **Instagram**, **X**, **Facebook**, **EkşiSözlük**, and **Şikayetvar** platforms to Wiseback.

Wiseback Solution: Corporate identity-compliant forms were created for measurement purposes.

The form flows needed to measure customer experience were prepared using the **Wiseback Form Builder**. Inherently mobile-responsive, Wiseback forms worked seamlessly with all mobile devices, elevating the user experience to a higher level. The custom **CSS** feature was utilized to create designs that align with TokenFlex's corporate identity. Wiseback forms, with every detail 100% customized, integrated fully with the TokenFlex application.

The image displays three mobile screens showing the TokenFlex feedback form flow. The first screen shows the TokenFlex logo and asks 'TokenFlex'ten ne derece memnunsunuz?' (How satisfied are you with TokenFlex?). It features a 5-star rating system and a 'İleri ->' (Next) button. The second screen asks 'TokenFlex yemek kartı deneyiminde en beğendiğiniz özellik nedir?' (What is the feature you like most in the TokenFlex meal card experience?). It lists several features with checkboxes: 'Talep çözümleme hızı' (Request resolution speed), 'Birden fazla telefonda aynı anda kullanım' (Simultaneous use on multiple phones), 'Çağrı merkezinden aldığım hizmetten memnunum' (I am satisfied with the service I received from the call center), 'Kampanyalar' (Campaigns), 'Hızlı ödeme' (Fast payment), and 'Bakiye kontrolü kolaylığı' (Ease of balance control). The third screen asks 'Hedefimiz sizlere en üst seviyede bir TokenFlex deneyimi sunabilmek. İletmek istediğiniz yorum ve önerilerinizi paylaşabilirsiniz.' (Our goal is to provide you with the highest level of TokenFlex experience. You can share your comments and suggestions.) It includes a text input field and buttons for 'Önceki' (Previous) and 'Gönder' (Send).

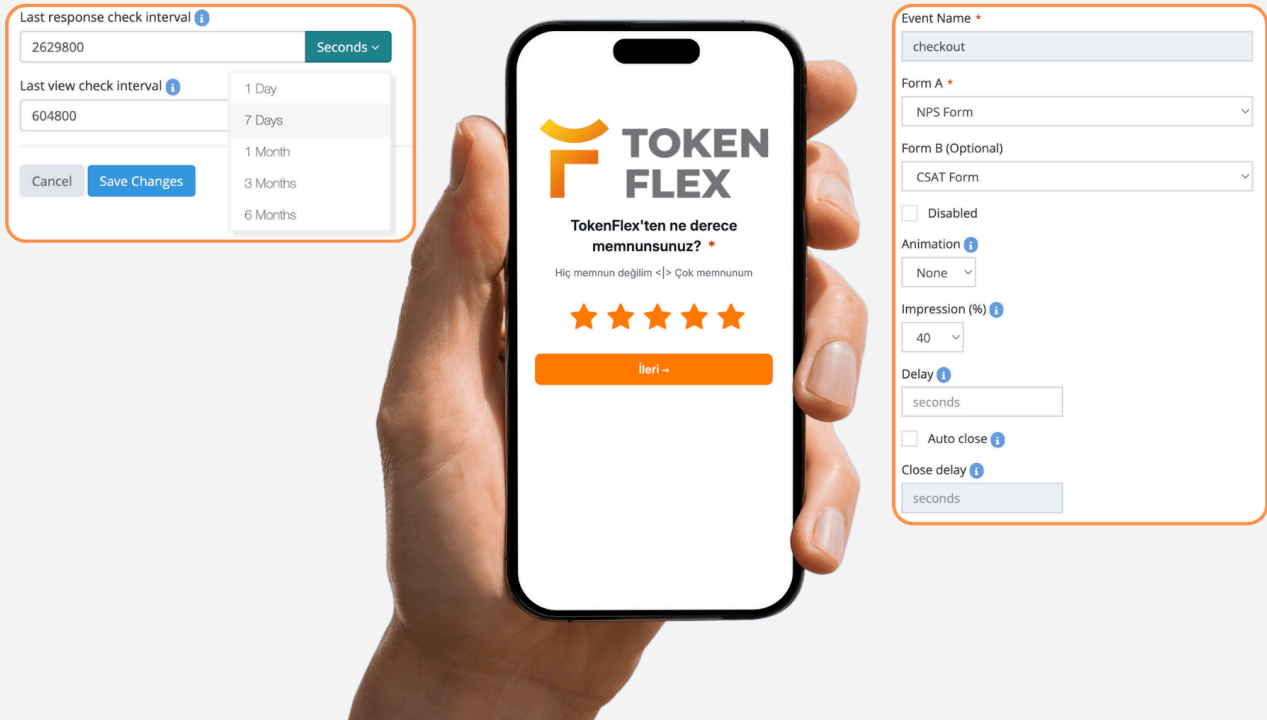
A two-way integration was implemented between the **TokenFlex Mobile Platform**, which records all user transactions, and the Wiseback Mobile SDK. The Wiseback SDK was also integrated with push notifications and other modules within the TokenFlex application. Actions in other modules were determined based on the details of users' responses.

The flow of experience surveys was differentiated according to the experience score. With **logical flow** and **fast flow** features, customers were enabled to leave feedback as quickly as possible.

Automatic notifications were set up for Customer Service regarding low-rated responses.

Wiseback Solution: Event-Based Mobile SDK Enables Real-Time Measurement of Customer Experience.

Wiseback's event-based triggered **React Native SDK** seamlessly integrated with the TokenFlex mobile application. **As users performed actions on the mobile app**, feedback was collected through **rule-based and personalized** experience surveys displayed to them.

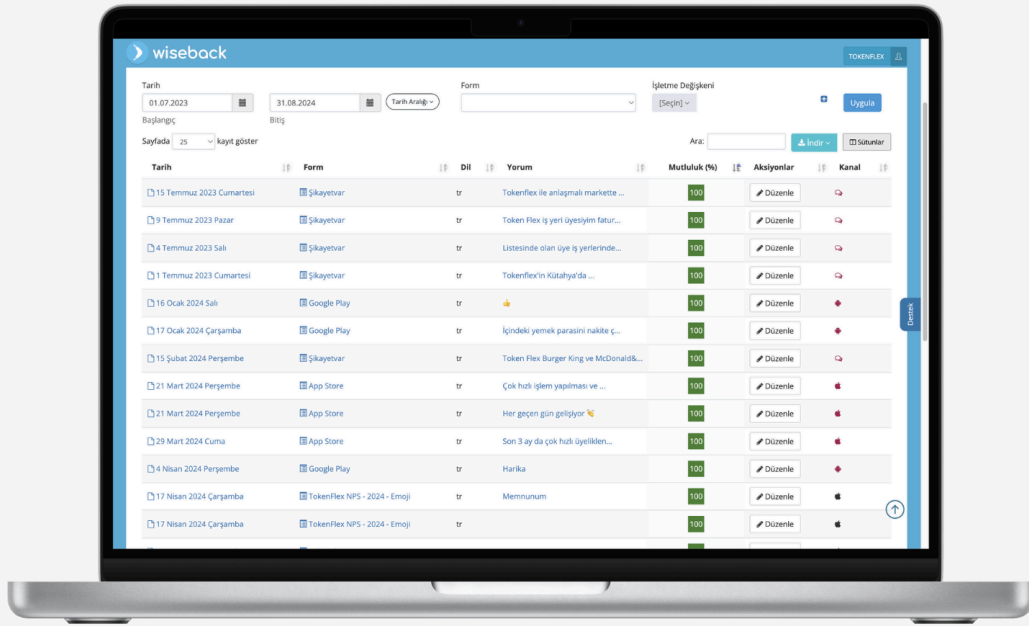


Wiseback mobile SDKs offer advanced features to make collecting feedback within the app easier. It's possible to manage everything through the SDK management panel without developer or technical support. **Event-based triggered forms, display and participation-based restrictions, A/B testing**, and many display options are available.

Custom display rules can be set for each event. It's possible to define either individual event-based rules or a general rule for the application, allowing you to determine with second precision when to show a form again after users have seen or responded to one.

Wiseback Solution: Social media comments were monitored and analyzed together with experience data.

TokenFlex's **iOS** and **Android** applications are central to the customer experience offered. In addition to user reviews in the app stores, customer comments can also be found on platforms such as **Şikayetvar**, **EkşiSözlük**, **X**, and **Instagram**. Wiseback's **Social Media Monitoring module** was used to track and report customer comments from these channels together with experience data from a single point.



Tarih	Form	Dil	Yorum	Mutluluk (%)	Aksiyonlar	Kanal
15 Temmuz 2023 Cumartesi	Şikayetvar	tr	Tokenflex ile anlaşmalı markette ...	100	Düzenle	
9 Temmuz 2023 Pazar	Şikayetvar	tr	Token Flex iş yeri üyesiym fatur...	100	Düzenle	
4 Temmuz 2023 Salı	Şikayetvar	tr	Listesinde olan üye iş yerlerinde...	100	Düzenle	
1 Temmuz 2023 Cumartesi	Şikayetvar	tr	Tokenflex'in Kütahya'da ...	100	Düzenle	
16 Ocak 2024 Salı	Google Play	tr	👍	100	Düzenle	
17 Ocak 2024 Çarşamba	Google Play	tr	İçindeki yemek parasını nakite ç...	100	Düzenle	
15 Şubat 2024 Perşembe	Şikayetvar	tr	Token Flex Burger King ve McDonalds...	100	Düzenle	
21 Mart 2024 Perşembe	App Store	tr	Çok hızlı işlem yapılması ve ...	100	Düzenle	
21 Mart 2024 Perşembe	App Store	tr	Her geçen gün geliyor 🌟	100	Düzenle	
29 Mart 2024 Cuma	App Store	tr	Son 3 ay da çok hızlı iyileştiler...	100	Düzenle	
4 Nisan 2024 Perşembe	Google Play	tr	Harika	100	Düzenle	
17 Nisan 2024 Çarşamba	TokenFlex NPS - 2024 - Emoji	tr	Memnunum	100	Düzenle	
17 Nisan 2024 Çarşamba	TokenFlex NPS - 2024 - Emoji	tr		100	Düzenle	

Thanks to this module, comments from Google Play, App Store, Şikayetvar, EkşiSözlük, X, and Instagram are processed daily with AI (artificial intelligence) support and transferred to TokenFlex's Wiseback account. While the **happiness rate, sentiment score, and topic tagging of comments** are automatically performed, email notifications are also sent to relevant individuals.

Wiseback Solution: All Responses Are Transformed into Meaningful Reports with AI-Supported Analyses.

Analyzing the results obtained from all touchpoints and taking necessary actions was the most crucial stage of the project. Customer comments monitored in **real-time** on **Wise Analysis** screens and reports generated with **AI-supported** analyses facilitated a comprehensive analysis of the customer experience.

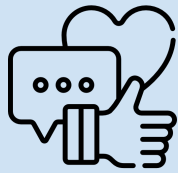


The Wise Analysis reporting module, which allows the creation of personalized reports on a drag-and-drop screen

is used to create reports specific to touchpoints, while providing segmented and comparative analyses using parameters associated with the responses.

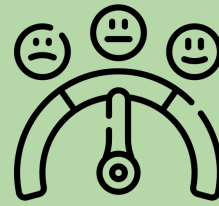
Issues negatively affecting the overall score are quickly identified through analyses comparing CSAT scores by province, district, and customer segment, while the obtained results are incorporated into customer experience processes as KPIs.

Numbers and Results



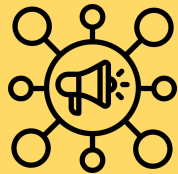
Collected Feedback #

+30K



NPS Variation %

+14



Channels

**iOS, Android,
Social Media**



of Employees using Wiseback

18



Sinan Karakaya

Customer Experience
Manager



As we launch Türkiye's first fully digital meal card, we quickly gather the insights we need to elevate customer experience to the highest level with Wiseback. Wiseback has seamlessly integrated into our mobile application, which is at the heart of the TokenFlex experience. Wiseback's social media monitoring feature allows us to gain a holistic view of customer experience. The support provided at every step of the project is invaluable to us. Wiseback has become our valuable partner in our customer experience management journey.



If you have any comments and/or suggestions about this content, please send an e-mail to marketing@wiseback.com.

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