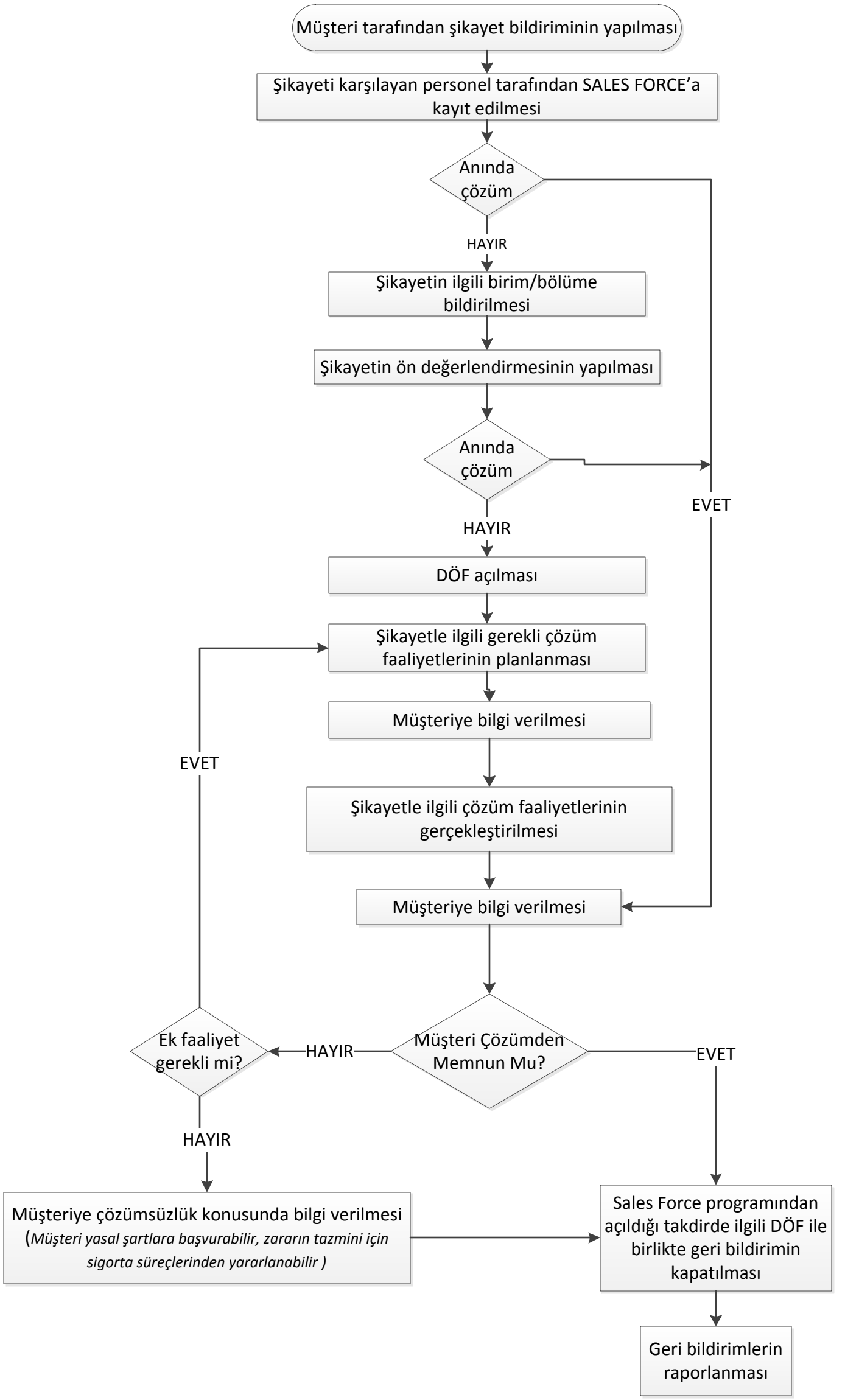MÜŞTERİ ŞİKAYETLERİNİN YÖNETİMİ SÜRECİ