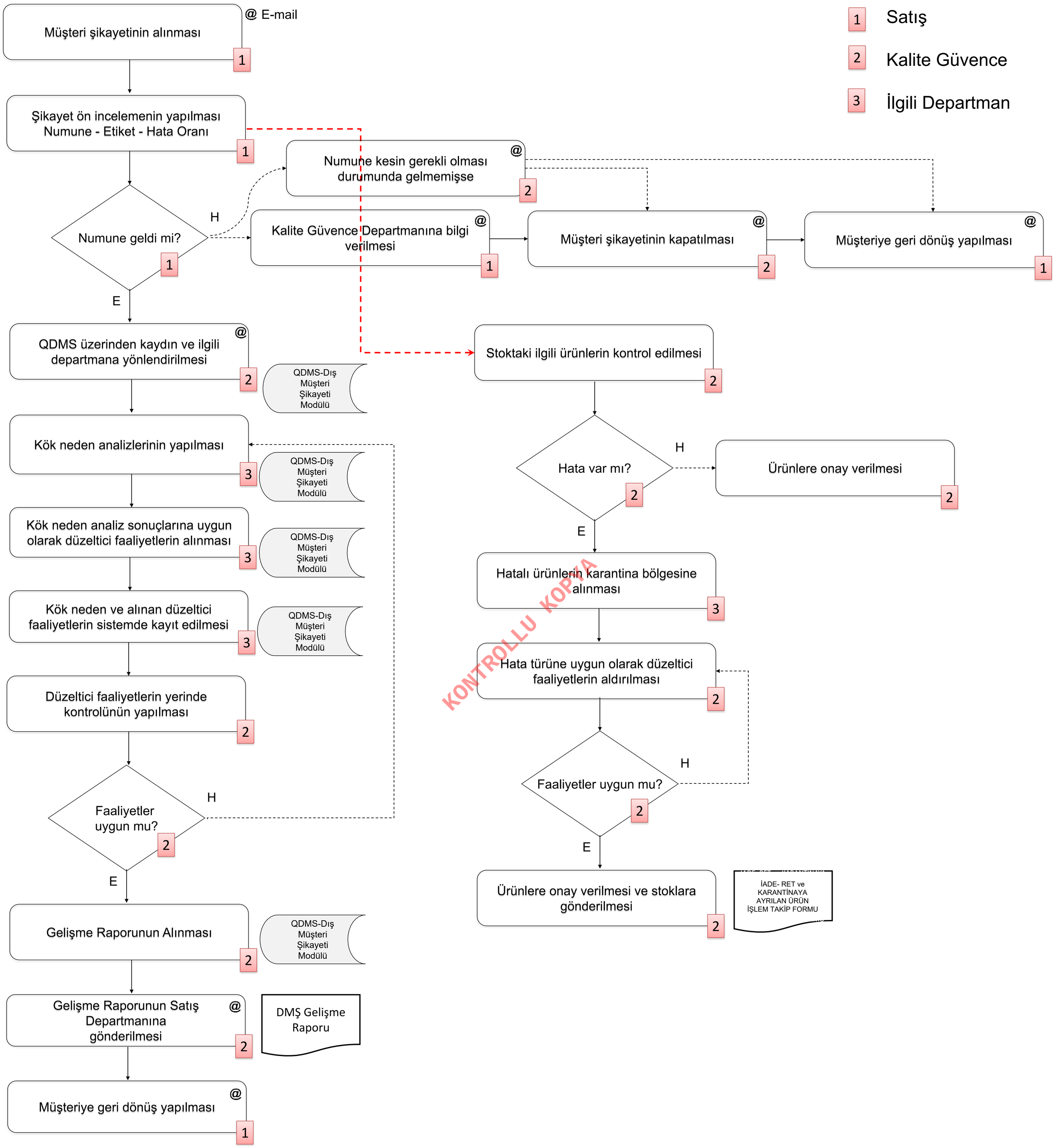MÜŞTERİ ŞİKAYETİ İŞ AKIŞI