

**Company:** Enerjisa Enerji, Istanbul, Atasehir  
**Nomination Submitted by:** Business Awards Consulting  
**Company Description:** Enerjisa Enerji is Turkey's leading electricity company operating in two main business lines, power distribution and retail sales.  
**Nomination Category:** Product & Service Categories - Business Technology Solutions  
**Nomination Sub Category:** Digital Employee Experience  
**Nomination Title:** IKON



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the the nominated new or new-version product or service, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers for your submission, you must provide an answer to this first question: If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released:

Enerjisa initiated the development of **İKON** in 2018 as an internal communication solution to better connect with its diverse and geographically dispersed workforce particularly blue-collar employees with limited access to corporate communication channels.

From its initial launch to today, İKON has continuously evolved into a comprehensive digital HR and internal communication platform that transforms the daily work experience of Enerjisa’s diverse workforce.

In 2025, **İKON achieved a rare milestone in the field of Human Resources by becoming a commercial product.**

4. If you are providing written answers for your submission, you must provide an answer to this second question: Describe the features, functions, and benefits of the nominated product or service (up to 350 words):

**Total 327 words used.**

In today's fast-evolving business landscape, digital transformation has become essential not only for operational efficiency but also for enhancing employee engagement and organizational resilience. Research shows that organizations leveraging digital tools for internal communication and workforce management achieve significantly higher levels of employee satisfaction and retention. Recognizing this shift early, Enerjisa initiated the development of **İKON** in 2018 as an internal communication solution to better connect with its diverse and geographically dispersed workforce particularly blue-collar employees with limited access to corporate communication channels.

At the time, the company faced a critical need to ensure timely, inclusive, and consistent communication across multiple locations and operational structures. Traditional communication methods were insufficient to reach field employees, leading to disengagement, delays, and inconsistent access to HR processes and company updates. As workplace expectations evolved towards greater transparency, recognition, and empowerment, Enerjisa identified the need for a **holistic digital platform** to centralize internal communication, HR processes, and engagement in a mobile-first environment.

The growing importance of agility, workforce connectivity, and crisis readiness amplified by events such as pandemics or natural disasters further underscored this need. Thus, **İKON** emerged as a visionary response to the demands of the digital workplace and the Future of Work.

From its initial launch to today, İKON has continuously evolved into a comprehensive digital HR and internal communication platform that transforms the daily work experience of Enerjisa’s diverse workforce. Originally developed to bridge communication gaps particularly for blue-collar employees without regular computer or email Access İKON has grown into a holistic, multifunctional solution that centralizes all key HR, communication, and engagement processes within a single mobile-first environment.

Enerjisa’s **İKON** platform stands out as an innovative, employee-centric digital HR and communication solution that goes far beyond traditional tools by embedding agility, inclusivity, and resilience into the organization’s culture. Unlike many platforms limited to narrow HR functions, İKON delivers an end-to-end employee experience, integrating communication, recognition, self-service HR processes, surveys, innovation, and crisis management into one seamless, mobile-first application.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable (up to 350 words):

**Total 350 words used.**

The platform offers multiple interconnected modules:

- **Self-Service Hub:** Employees can easily manage **leave requests, payroll viewing, document generation (work certificates, visa letters), benefits (BES management), and remote work declarations** anytime, anywhere reducing paperwork and accelerating processes.
- **Communication&Information:** Company-wide announcements, crisis communications, CEO live streams, and event broadcasts ensure transparent and timely information-sharing across all locations, improving inclusivity and agility.
- **Recognition&Rewards:** Through **digital badges and thank-you notes**, employees appreciate and recognize each other’s contributions. Accumulated badges can be redeemed via partner marketplaces supporting a culture of appreciation and motivation.
- **Surveys&Feedback:** Real-time feedback through customized surveys supports data-driven decision-making on training, wellbeing, and organizational changes.
- **Innovation&Ideas:** The “**Bir Fikrim Var**” module enables employees to share innovative ideas, fostering intrapreneurship and continuous improvement.
- **Admin&Flexibility:** The fully customizable admin panel allows for brand-specific themes, modular content, and dynamic management.

With over **10,000 monthly active users**, İKON has become a cornerstone of Enerjisa’s digital transformation, enhancing employee engagement, streamlining HR processes, and strengthening resilience in an increasingly digital workplace.

What truly differentiates İKON is its co-creation with employees. Shaped by continuous feedback from both blue- and white-collar employees across Enerjisa’s 14 cities and 3 operational regions, the platform ensures relevance and high adoption across a geographically dispersed, complex organization. İKON brings the company “one click closer” to every employee, no matter where they work. Its modular architecture and intuitive interface allow easy navigation for all users, regardless of digital literacy, a crucial factor for field workers with limited exposure to corporate tools.

The platform's impact is significant and multifaceted:

- Over 10,000 monthly active users engage regularly across every level and location.
- In 2024, employees exchanged over 982,000 digital thank-you badges, nurturing a culture of appreciation, recognition, and positivity.
- İKON has served as a lifeline during crises, enabling fast, targeted communication and real-time wellbeing tracking during the 2023 earthquake and pandemic
- The “Bir Fikrim Var” innovation module resulted in 904 ideas in 2024, with 10 implemented demonstrating the power of employee-driven change.
- İKON has also played a transformative role in Enerjisa’s cultural transformation journey, contributing to 82% culture alignment within just one year.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 208 words used.**

While transforming the daily employee experience, strengthening internal communication, and driving cultural alignment, **İKON has delivered measurable impact across Enerjisa**. The platform enabled transparent, consistent communication, played a vital role in **crisis management**, supported culture change.

In 2025, **İKON achieved a rare milestone in the field of Human Resources by becoming a commercial product**, a unique success for a solution designed and developed by an HR function within a non-software company. This transition showcases not only Enerjisa’s **innovative mindset** but also its ability to generate **business value beyond its core operations**.

The platform’s first commercial success came when it was adopted by a major **30,000+ employee holding**, where it is now implemented across all group companies. This market validation enabled Enerjisa to fully **recoup its initial investment** in İKON’s design and development through a single sale, creating a new revenue stream while continuing to evolve the product further.

İKON stands as a model for how HR-led digital innovation can drive both organizational transformation and commercial success setting a new benchmark for the Future of Work.

**Apx1: Video: İKON Launch Video**

<https://youtu.be/ORtYhpmqVZI>

**Apx2: Video: Testimonials from İKON Users**

[https://youtu.be/Yel2K-o\\_ks](https://youtu.be/Yel2K-o_ks)

**Apx3: Slide Deck: İKON-in-Detail**

**Apx4: Press Release: İKON goes Commercial**

<https://www.aa.com.tr/tr/enerjiterminali/genel/enerjisa-enerjinin-ikon-platformu-sektore-acildi/49309>

**Attachments/Videos/Links:**

[İKON](#)

 [REDACTED FOR PUBLICATION]