Company: Skoda Yuce Auto - Skoda Akademi, Istanbul
Company Description: Founded in 1895 by Václav Laurin and Václav Klement, Skoda began its journey by manufacturing bicycles. Soon expanding into motorcycle production, the company took a significant step into the automotive industry in 1905 with its first car, the "Voiturette A". Renowned for its racing successes and technological advancements, Skoda faced challenges during World War I and the Great Depression.
Nomination Category: Company / Organization Categories
Nomination Sub Category: Company of the Year - Automotive & Transport Equipment - Large
Nomination Title: Skoda Akademi

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, 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: Briefly describe the nominated organization: its history and past performance (up to 200 words):

   Total 141 words used.

   Skoda Academy was established in 2016 with the objective of providing training for the sales staff of Skoda dealerships. In 2018, it was honored with the "Best Sales Training Development Program" award by TEGEP. The Academy broadened its scope in 2019 to include training for authorized service personnel, and that same year, it was recognized by Skoda Auto as the "Best Training Program" among its brand distributors. In light of the challenges presented by the COVID-19 pandemic in 2020, the Academy promptly shifted all training to an online platform, becoming the first automotive training division to ensure continuous training services. With the opening of a new 5,000 m² training center in 2024, Skoda Academy remains committed to enhancing the training of sales and service teams at Skoda dealerships, as well as employees of Yüce Auto, through the Experience Academy initiative.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

   Total 99 words used.

   One of the main aims of Skoda Akademi is to help employees understand how their contributions align with the broader objectives of the organization, thereby enabling them to execute their responsibilities more efficiently within the company's value chain. Embracing this comprehensive viewpoint is considered crucial for elevating service quality and improving the overall customer experience.

   The following activities were conducted:

   4-5 May: Brand Experience Day (focused on dealer owners)

   13 May – 14 June: Superb Product Training & Test Drive Program

   5-12 August: Product Training featuring Kodiaq Games

   12 September – 6 December: Training on Products & Digital Showroom.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

   Total 242 words used.

   The holistic strategy adopted by Skoda Akademi represents a significant advancement within the automotive sector. In contrast to conventional training programs that typically emphasize technical skills or discrete processes, this initiative harmonizes the vision and service quality among all 1,600 employees, encompassing everyone from senior shareholders to customer service representatives. This thorough alignment guarantees that each team member comprehends their function within the broader organizational context, thereby promoting a collective commitment to the company's goals.

   The importance of this achievement lies in its ability to connect various organizational levels. While numerous industry competitors concentrate on enhancing individual skills, Skoda Akademi has effectively established a common vision that spans diverse roles, thereby facilitating a smooth customer experience and improved service quality.

   This approach signifies a departure from previous practices characterized by disjointed training, moving towards a more integrated strategy. The outcomes are reflected in a deeper understanding of roles, increased employee engagement, and notable improvements in customer satisfaction metrics. Within the industry, Skoda Akademi's initiative serves as a model for incorporating holistic perspectives into workforce development, providing the company with a competitive advantage in delivering consistent service excellence.

   This accomplishment not only enhances internal operations but also positions Skoda as a frontrunner in cultivating a workforce that is strategically aligned and oriented towards customer needs.
   The overall satisfaction rate recorded for trainings commenced is 4,95 / 5.00.
   Skoda Academy managed to achieve 4370 man x day delivery of training in 2024.

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 49 words used.

   - Skoda Academy - Hollistic Approach (presentation)
   - Skoda Academy 2024 Training List (document)
   - Skoda Academy Presentation (presentation)
   - Skoda Academy in Numbers (document)
   - Skoda Academy Training Facility - Digital Showroom (video)
   - Skoda Academy LMS Video (video)
   - What The Participants Said (video)
   - Kodiaq Games Finals (video)
   - Skoda Akademi Trainings Picture Collage (image)

Attachments/Videos/Links:

Skoda Akademi

[REDACTED FOR PUBLICATION]