

Company: TEMSA Skoda Sabancı, Adana, Türkiye

Company Description: Operating under the partnership of Sabancı Holding and PPF Group, TEMSA continues its activities with the vision of electrification of mobility by being among the world's leading brands in bus, midibus and light truck production with its 57 years of experience. In its factory established on an area of 510,000 square meters in Adana, with more than 1,700 employees, a total of 10,000 vehicles

Nomination Category: Product & Service Categories - Business Technology Solutions

Nomination Sub Category: Digital Employee Experience

Nomination Title: Onways & Onways Meta Digital Recruitement & Onboarding Program

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:

OnWays is a brand-new digital onboarding and workforce readiness solution developed by TEMSA. It was officially launched in January 2024 as part of the company's strategic initiative to modernize its human resources processes and prepare employees for the future of work.

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 242 words used.

OnWays is a holistic and future-ready digital onboarding and learning solution developed by TEMSA to transform the employee experience from the very first interaction. Launched in 2024, the program redefines traditional onboarding by offering a structured, immersive, and emotionally intelligent journey that begins at the application stage and continues through the first six months of employment.

At its core, OnWays is designed to make employees feel valued, supported, and connected from day one. The process begins with a fully digital recruitment platform, where candidates apply through a microsite and are evaluated using AI-powered filtering. This not only increases efficiency by 35% but also ensures a seamless and fair candidate experience. Once hired, new employees enter a pre-boarding phase 15 days before their start date, receiving digital welcome kits and being matched with a "T-Buddy" mentor for personalized guidance.

The onboarding experience is anchored in the OnWays Room, a dedicated digital environment where employees spend their first week engaging in interactive, AI-narrated training modules. These include company culture, functional overviews, virtual plant tours, and inspirational leadership talks. What sets OnWays apart is its integration of metaverse technology, allowing employees to create avatars, attend virtual meetings, and participate in gamified learning sessions—enhancing digital fluency and engagement.

Beyond technical onboarding, OnWays emphasizes cultural immersion through experiential activities such as the B2Feel driving simulation, the Museum Bus heritage tour, and Coffee Talks with senior executives. These experiences foster emotional connection, reduce first-day anxiety, and accelerate adaptation.

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 335 words used.

The program standardizes onboarding across departments, strengthens organizational alignment, and significantly boosts employee engagement and retention. Follow-up surveys show onboarding satisfaction rising to 97% and 98% in the second and fifth months, respectively. OnWays is not just a learning platform—it is a strategic investment in workforce development, designed to prepare employees for the evolving demands of the modern workplace while reinforcing a culture of belonging and purpose.

Since its launch in 2024, OnWays Meta has delivered remarkable results in adoption, satisfaction, and strategic impact, positioning itself as a benchmark in digital onboarding and learning within the automotive industry. Developed by TEMSA as part of its "Future of Work" strategy, the platform was designed to modernize recruitment and orientation processes while enhancing employee engagement and cultural integration.

During the 2024–2025 period, over 37,000 candidates applied through the digital recruitment system, demonstrating the platform's scalability and accessibility. The integration of artificial intelligence into candidate filtering significantly reduced manual workload and increased process efficiency by 35%, enabling faster and more accurate talent acquisition. Candidate satisfaction reached 95%, reflecting the system's intuitive design and its alignment with the expectations of a digitally native workforce.

Beyond recruitment, OnWays Meta has had a transformative effect on onboarding quality and employee experience. The program's structured digital journey, enriched with AI-narrated training modules and metaverse-based learning environments, has accelerated adaptation and reduced first-day anxiety. Departmental effort related to onboarding was reduced by 28%, freeing up HR and team leaders for more strategic initiatives. Most notably, employee engagement scores in second- and fifth-month surveys rose to 97% and 98%, respectively—up from 67% and 64% in 2023—indicating strong early-stage integration and emotional connection.

Internally, OnWays has received widespread praise from both new hires and senior leadership. Employees consistently highlight the emotional impact of cultural immersion activities, the clarity and structure of digital learning, and the sense of belonging fostered through personalized support. The metaverse component, in particular, has been recognized as a forward-thinking innovation that enhances engagement and prepares employees for future digital workspaces.

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 16 words used.

The video captures the process and participant experience of the Onways Digital Recruitment and Orientation program.

Attachments/Videos/Links:

[Onways & Onways Meta Digital Recruitement & Onboarding Program](#)



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