

Company: Kuveyt Türk Participation Bank, İstanbul, Esentepe

Company Description: Kuveyt Türk Participation Bank was founded in Türkiye in 1989 and operates on the principles of interest-free banking. It offers participation accounts, loan financing, and investment products to individual and corporate customers. It aims to increase customer satisfaction with innovative digital banking solutions and strengthens its position in the sector by offering reliable financial solutions.

Nomination Category: Creative Categories

Nomination Sub Category: Excellence in Collaborative Creativity

Nomination Title: Kaizen in Branches

1. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 650 words? Choose one:

Essay of up to 650 words

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 a written essay for this nomination, submit in this space an essay of up to 650 words describing the nominee's accomplishments in this category since 1 January 2023:

Total 452 words used.

As the Kuveyt Türk Process Development Team, we developed a new business model based on the Kaizen philosophy to address operational bottlenecks in branches and foster stronger collaboration between headquarters and branches. This model aims to increase employee operational efficiency by resolving small but significant issues in branches.

Kaizen is an approach focused on continuous improvement. At Kuveyt Türk, we implemented this philosophy in our branches, aiming to address daily operational challenges on-site and actively engage our employees in these processes. Our model is implemented in four-month cycles, based on time. Each cycle sets a specific improvement goal, offering short-term solutions while carefully monitoring the success and control of the implemented efforts.

To ensure the success of the model, one branch employee from each of 15 different regional representatives was included in the model. These individuals received Kaizen training, and a leader was selected from among these individuals to manage the branch portion of the process. The leadership structure both develops the leader's competencies and enhances inter-regional communication. Branch employees share their ideas with the process development team and business development teams by completing a problem presentation form prepared in advance by the process development team. This systematic approach ensures more effective problem identification and resolution.

One of the most important features of this business model is that it eliminates communication gaps between headquarters and branches. The active participation of branch employees ensures more inclusive and efficient collaboration. Process engineers prioritize these problems using multi-criteria decision-making methods and present them to the OPEX committee. Three appropriate problems, evaluated by the relevant managers, are resolved within a four-month cycle. This collaboration not only resolves operational issues but also increases employee motivation and improves overall business performance.

Thanks to the Kaizen model, many operational obstacles have been eliminated in our branches, and the way our employees do their work has changed significantly during this process. The gains achieved in each four-month cycle are supported by feedback from the branches. Through these cycles, the success and control of implementations are regularly evaluated, enabling continuous process improvement. Furthermore, collaboration between headquarters and branches has strengthened internal communication and created a more holistic work environment. The leadership structure fosters regional communication and collaboration, supporting the sharing of knowledge and experience among branches.

The Kaizen Business Model in Branches not only increases operational efficiency but also transforms corporate culture, demonstrating the power of collaboration. This innovative approach, implemented in four-month cycles, empowers branch employees to actively participate in problem-solving processes and fosters stronger collaboration with headquarters, fostering comprehensive development throughout the organization. Therefore, this model's recognition in the "Excellence in Collaborative Creativity" category is concrete evidence of the powerful impact that creative collaboration and continuous improvement can have.

4. In bullet-list form (up to 150 words), a brief summary of up to ten (10) of the nominee's chief achievements in this category since 1 January 2023:

Total 150 words used.

- Launch of the Kaizen Training Program: Branch employees selected from 15 regional representatives received Kaizen training, equipping them with knowledge and skills necessary for effective process management.
- Implementation of a Problem Presentation Form: A special form was developed for branch employees to systematically communicate problems, and this was communicated to the process development team and business development teams.
- Solution Cycles: Three appropriate problems were resolved every four-month cycle, ensuring continuous process improvement.
- Removing Operational Obstacles: Thanks to the Kaizen model, many operational obstacles were removed, increasing employee productivity and improving FTE in various processes.
- Removing Communication Gaps: Communication gaps between headquarters and branches were eliminated, resulting in more inclusive collaboration. Also the leadership structure, inter-regional communication was enhanced, encouraging the sharing of knowledge and experience.
- Inclusive Collaboration Environment: The implementation of the model has fostered a more holistic working environment between headquarters and branches, encouraging inclusive development throughout the organization.

Attachments/Videos/Links:

[Kaizen in Branches](#)



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