

Nomination: 5772

CEVA Blue Collar Development Program

Page: General Information
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
Name of Organization/Company CEVA LOGISTICS
Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title CEVA Blue Collar Development Program
Category B01 - B59 Achievement > B06 - Achievement in Competencies and Skill Development or Management
Achievement Submission Format Written Answers
a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required CEVA Logistics is a CMA CGM Group Company which is a world leader in shipping/logistics with a global presence/local expertise. CEVA Logistics is able to provide reliable,end-to-end customized solutions across different business sectors. Company's ambition is to make CEVA Logistics an undisputed world-leading reference in logistics industry. Customers' needs and strategic ambition are at the center of all operations. Blue-collar employees are critical employees who maintains the whole operations directly with the Distribution Branches located in 51 provinces of Turkey,17 Transfer Centers and 51 warehouses with 430,000m2 storage area,they are 80% of approximately 7000 employees.In 2021, Gartner ranked CEVA Logistics in the prestigious leaders' quadrant for logistics players. This application describes CEVA Blue-Collar Development Program, which is a competency-based development program for blue-collar employees as the backbone of all mission and operations of CEVA Logistics. Blue Collar Development Program includes soft skill training as well as vocational training improving role-specific knowledge and skills.The whole content was designed based on a competency/skill needs analysis. The program was executed during pandemic period with an agile delivery method which is "Training in the Pocket" microlearning tool through SMS messaging. It brought about highly successful business results in terms of KPIs and employee engagement.

b. Outline the team's or organization's achievements since the beginning of 2020 that you wish to bring to the judges' attention (up to 250 words). Required

Critical aspects of developing blue-collar employees:

- Supporting the development of blue-collar employees, whose happiness and commitment is a very important HR mission.
- 80% of employees are blue-collar as the most important staff in achieving goals. Big portion of this profile are people who have taken a literacy course from public education centers and can only read/write enough to survive in everyday life or primary school graduates. So, development is crucial for their adaptation and success.
- From a business perspective, effectiveness in the tasks done by blue collars involved in loading, unloading, and collecting products has direct effect on the company's KPIs. With correct stacking of products, the product is not damaged, are not loaded to right vehicle, loss of the product is prevented from delaying delivery. Those are directly related to CEVA's business metrics.

In summary, main features of Blue-Collar Development Program:

- Based on a detailed needs assessment, was designed and customized to target groups' necessary competencies and skills, (competency/skill-learning modules matrix was defined as part of needs assessment),
- Hybrid learning are applied based on characteristics and working conditions of group,
- Executed a very successful microlearning practice "Training in the Pocket",
- Realized with the support and participation of their front-line leaders,
- Adapted and dynamic according to the requirements of the blue-collar working conditions,
- Internally developed by CEVA Academy and internal trainers

Program was designed and applied in 2020-2021, and had created very successful results on people and business metrics (will be explained in related parts.)

c. 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 team's or organization's past performance (up to 250 words). Required

CEVA Blue-Collar Development Program focuses on both the technical and personal development of our blue-collar employees.

***Program includes soft- skill trainings as well as technical trainings improving role-specific knowledge and skills. The whole content was designed based on a competency/skill needs analysis.

***Especially for this special group whose computer literacy is very low, Micro learning tool "Training in the pocket project" including micro-videos created out of advanced learning contents during the pandemic process was developed by saying "Learning everywhere, under any circumstances" became a great vehicle to deliver the Program,

****"Training in the Pocket" as an agile delivery project created in line with principle of equal opportunity for learning for everyone in all conditions. It is an agile application of microlearning by CEVA Academy to deliver trainings to blue-collar employees. They are welcomed by the participants since they could reach out whenever they are available and their format is easy to digest. "Training in the pocket" is designed with ZERO BUDGET. This tool is briefly sending microlearning videos to cellular phones through SMS based on a schedule.

***Thanks to our Internal instructors who completed "CEVA Academy Train the Trainer Formation Program" designed and delivered the whole Program with efficient results.

4 months after the training, managerial evaluations of the participants are requested and whether learnings turned into behavior is monitored by the CEVA Academy. For the participant who is evaluated low, L&D and the participant's manager take action by making special actions such as interviewing, training repetition, content review.

d. 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). Optional

Overall Benefits of the Program:

The program brought about highly successful improvements on soft and hard metrics. In terms of observed results,

- Highly motivated working environment have been created,
- Progress has been made towards planned work,
- It became easier to fight the problems experienced,
- Major problems were prevented by immediate response to cases,
- The communication direction is strengthened by gaining team spirit.

In summary:

*Number of Participants:5620

*Satisfaction by the Participants:89,2 %

*Manager Pre-post Evaluations based on Targeted Behaviors:From 45% to 98%

*Overall Employee Engagement Score:3 points increase

*Increase in the Employee Referrals by the Target Group (referral system for new hires):%59

*Percentage of Participants promoted to Higher Positions:%38

Business Results:

Since target audience has direct effect on business results, it is safe to say that business outcomes are influenced by the development of target employees.

- Customer Complaints despite the density of logistics in pandemic conditions, decreased by 16% compared to the previous year.
- Delivery performance target compared to the previous year, in 2021, it was 5 points above the target. This directly affects customer satisfaction and is important for new customer acquisition.
- Damage loss prevention target improved by 5% compared to previous year.5% less damaged or lost product in turnover calculated in millions of dollars significantly affects profitability
- Due to the high business performance on key business metrics,the number of customers increased by 95% compared to the last three years.
- Work accidents were decreased 2,64 points compared to target rate.

Webpage Link

www.cevalogistics.com (<http://www.cevalogistics.com>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

https://urldefense.com/v3/__https://youtu.be/KVJRIPKDCsM__!;CHTgRmCFIE7UdISrMnvM2S56vvmTAZgREJfaUUkXw_e1NTFv8lxiVeEuPqXiimBtAkZrSlch7-9iENYG_p6Jb4anFzBogdUS

(https://urldefense.com/v3/__https://youtu.be/KVJRIPKDCsM__!;CHTgRmCFIE7UdISrMnvM2S56vvmTAZgREJfaUUkXw_e1NTFv8lxiVeEuPqXiimBtAkZrSlch7-9iENYG_p6Jb4anFzBogdUS)

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Supporting Document

Download File (https://stevies-sage.secure-platform.com/file/13905/eyJ0eXAI0iJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjoxMzkwNzN5YXN3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm94nRkK04?CEVA_LOGISTICS_BLUE%20COLLAR%20DEVELOPMENT%20PROGRAM_STEVIE.pptx)

Would you like to add an additional supporting document?

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