Nomination: 6411

Migros Digital HR Project

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

MİGROS

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Migros Digital HR Project

Category

B01 - B59 Achievement > B15 - Achievement in Human Resources Administration

Achievement Submission Format

Written Answers

a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required

Migros is one of the biggest supermarket chains in Turkey. Migros Turkey serves an estimated 160 million customers with 2200 points and 50,000+ employees, spread over every region of the country.

With the effect of technology, the business world has been facing a very rapid change in recent years. Factors such as Industry 4.0, developing technologies, increasing use of artificial intelligence and data analysis not only change the business world, but also change the expectations of the changing workforce in parallel with this development.

The technological inclination of Generation Y and generation Z, and their pursuit of speed and efficiency in processes have led Migros to digitize its processes. Comprehensive digitalization project was needed in the HR processes that touch the employee as in all customer processes.

Migros recruited a large number of people all over Turkey throughout the year, and in 2021, an average of 71 people started to work every day. In order to digitize this intensive recruitment process, the "Digital Talent Acquisition" project has been launched in the beginning of 2021. Efficiency and effectiveness were ensured by digitizing the entire talent acquisition process, and a fair and transparent candidate experience is offered.

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

In the Project talent acquisition processes have all been digitized from end to end. In this way, while speed, efficiency and effectiveness are ensured, it is also possible to follow the process and inform the candidates properly.

In the project, transformation practices were carried out in 3 areas:
A) Application Process
B) Interview Process
C) Job Offer and Recruitment Process

During the application process, the request for a position has been digitized, and an internal and external advertisement system has been established in order to post job advertisements from a single interface at all HR points. Instead of hard-copy applications, a QR code application system was created. The Career Portal was launched in order to collect many applications from a wide geography in a single system and thus to monitor the candidate's experience.

During the interview phase, it was ensured that all information to be made to the candidate was automatically managed with the messages sent by the system. In addition to the online interviews, the inventories and tests are also carried out digitally through the system and this information can be stored in the candidate pool. In this way, it is possible to follow the relationship of the candidate with Migros, and the previous interview and application history.

In the Job Offer and onboarding processes, In order to prevent papework, all job entrance documents were taken digitally. The system ensures that the contracts are arranged digitally and the entire approval mechanism is realized in digital with a time stamp.

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

RPA (Robotic Process Aotumation) processes were also used to ensure efficiency in the process and to automate repetitive processes (such as on-the-job operations, legal notifications) that do not require human decision.

Migros Digital HR project has achieved gains in many different areas such as efficient use of resources, time saving, speed and efficiency in processes, improving the candidate experience and saving labor.
-In 2021, a total of 2,556 application forms were submitted online. With these forms, more than 10,000 pages of paper were saved.
-137,000 documents have been digitally uploaded and approved in the employee files. In addition to the time savings created in this way, approximately 411,000 paper savings were achieved.
-3,935 internal applications were received in 2021 through the internal/external announcement process. For these applications, the cost of re-posting has been saved.
-In 2021, 296,000 applications were received via QR Code. It corresponds to 67% of all applications. In this way, in addition to the digitization, recording and tracking of these applications, information confidentiality in accordance with the Personal Information Protection Law in force in Turkey is also ensured.
-In 2021, an average of 71 people worked at Migros per day. The annual cost advantage of 850,114,76 TL has been achieved by digitalization in the start-up processes.
-A workforce savings of 3.15 FTE/month (3 full-time employee worfkforce per month) is achieved through the use of RPA.

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

-It has been possible to monitor the entire flow of the process through a single platform, to follow the status of the candidate and at what stage he is at, with the Digital interview tracking systems. Migros HR team of 50 people conducted 44,063 meetings in 2021. Even when it is calculated that a time advantage of only 4 minutes is provided with digital process monitoring and notifications in each of these meetings, a total of 1.57 FTE/Month gains were achieved per month.
- By transferring the entire document collection and control operation of 13 different documents on average for each candidate at the beginning of the job, 7 minutes of time was saved in the average operation for each candidate; This resulted in 1 FTE gain per month.
In summary, with the digitalization of HR processes, Migros has gained an effort equal to the labor force (5,72) of 6 HR professionals in a month. When the cost advantage gained, its effects on employee experience and its positive effects on the environment are evaluated, the contribution of the project to Migros becomes clearer.

Migros Digital HR project continues as a project that covers many HR processes and is constantly developed with new modules within the organization.

Apx1: Presentation: Migros Digital HR Project Summary

Apx2: Table: Migros Digital HR Project Benefits

Webpage Link

Would you like to add an additional webpage link?
No

Supporting Document
Download File (https://stevies-sage.secure-platform.com/file/15569/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNTU2OSwiYWxsb3dOb3RaWduZWRVcmwiOiJGYWxzZSIsImlnbm9D5XMQsBKmSo5Cw6DSU_c0Mdg?Apx-Migros%20Digital%20HR%20Project%20Summary.pdf)

Would you like to add an additional supporting document?
Yes

Supporting Document 2
Download File (https://stevies-sage.secure-platform.com/file/15570/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNTU3MCwiYWxsb3dOb3RaWduZWRVcmwiOiJGYWxzZSIsImlnbm9Apx2-Migros%20Digital%20HR%20Results%20and%20Benefits.pdf)

Would you like to add an additional supporting document?
No

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