

Nomination: 6438

Enerjisa Sales School 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 Enerjisa Enerji
Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title Enerjisa Sales School Project
Category F01 - F70 Solutions, Implementations, and Training Programs or Media > F50 - F68 Training Programs or Media > F54 - Interpersonal Skills Training
Training Programs or Media Submission Format Written Answers
a. 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. Required The project is launched in 2021
b. Describe the features, functions, and benefits of the nominated program or media (up to 350 words). Required Enerjisa Enerji is Turkey's leading electricity company operating in two main business lines, i.e. power distribution and retail sales. With a team of over 11,000 employees, Enerjisa reaches around 21.9 million users in 14 provinces across three operational regions. Continuous Learning Culture and Human Focus in EnerjiSA: Being aware of the fact that skillful and happy employees are its most important investment in mediating to reach future goals, Enerjisa positioned to invest human capital as one of the strategical priorities of the company. Enerjisa focuses on the best, the most efficient and collectively adopted Human Resources procedures and practices that touch people with the vision of "being the continuously preferred employer in the industry and within Top 15 in all industries". Enerjisa's purpose is to offer a pleasant and meaningful career journey to its employees through these practices as of the day they are recruited. Enerjisa launched the "Future of Work" project in order to prepare the company and its employees for the competencies of tomorrow at the end of 2020. Enerjisa also reviewed all training and development processes to prepare for the future of work, and designed development programs specific to critical positions for the future of the company. Enerjisa has been maintaining a comprehensive development program for Customer Service Center employees under the name of Sales School since 2014. This program was carried out in a structure where participants from different parts of Turkey came together in classrooms. As the face-to-face training and inter-regional meeting opportunities disappeared with the effect of the pandemic, Enerjisa revised the Sales School with the evolving needs. The renewed Sales School has been completely redesigned with a structure that will not only carry the current in-class trainings to digital environments, but also the opportunity to share the socializing environment that the participants catch in the classroom. Customer Service Center Employees serve customer face-to-face with their desktop computers. Since they have no mobile computers/laptops, only alternative development opportunity for these on-site team without collecting them to classes is mobile phones. With this prerequisite the renewed Sales School is designed as all mobile-compatible.

c. 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). Required

Program needs analysis discovered that customer service center employees had development needs under 6 main headings. For each of the topics, interactive video format content that process through scenarios are designed with expert consultants. Interactive videos were designed with content that asks the participant to make a choice in certain scenarios and differentiates the content of the training according to this choice. 40 different scenarios are covered in 6 interactive videos.

These interactive videos are supported by 11 different e-learnings and the Sales School Bulletin, offered monthly with a different in-depth content. With webinars offered communication of the participants is maintained.

The Sales School also offers a team leader development curriculum Customer Service Center employees. Team leaders were already included in the Sales School content as first-line managers responsible for managing the performance of customer representatives and improving service quality. However, with changing service expectations, a development package consisting of online in-class trainings was designed, where team leaders could make individual and group practice besides interactive videos. This Team Leader Development Program, which consists of 3 trainings, focused on issues such as motivation, feedback and solution orientation to support the Sales School.

The Sales School Program received great attention from the participants, and the interactive videos were appreciated for their innovative and participant-involving designs.

Results:

-The satisfaction rate of Sales School was measured as 4.74/5.

-Performance of customer service center employees rocket-increased with 66%. Behind this remarkable performance increase, Customer Service employees' preparation for changing market conditions, thanks to the Sales School, plays an important role.

-Loyalty score of Customer Service Center Employees increased by 1% and turnover rates decreased by 2%. Considering the Great Attrition Movement, which is effective all over the world and in Turkey, these rates are remarkable.

-In the Enerjisa satisfaction survey, the satisfaction of the program participants in the field of satisfaction with training and development activities is 4.5% higher than Enerjisa overall. This gives an idea of the positive impact of the program.

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

The most important indicator of the program's impact is customer satisfaction. The customer satisfaction score, which is the first target of the Sales School, increased from 4.58 in 2020 to 4.74 at the end of 2021. Despite many external factors affecting customer satisfaction in the energy sector in Turkey, the development program is thought to have an important role in this rise.

Apx1-Presentation-Sales School Details

Apx2- Testimonials (Please Turn on cc for English Subtitle)

Apx3-Interactive Video Samples (Please Turn on cc for English Subtitle)

Apx4-Website- Enerjisa Website

Webpage Link

<https://www.enerjisa.com.tr/en/home> (<https://www.enerjisa.com.tr/en/home>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://youtu.be/XitoSn5ub1M> (<https://youtu.be/XitoSn5ub1M>)

Would you like to add an additional webpage link?

Yes

Webpage Link 3

<https://youtu.be/yWmz2zNVvIE> (<https://youtu.be/yWmz2zNVvIE>)

Would you like to add an additional webpage link?

No

Supporting Document

Download File (<https://stevies-sage.secure-platform.com/file/15628/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWZpYUkiOiJjNTYwOCwiYWxsbn3dOb3RTaWduZWZpYUkiOiJGYWxzZSIsImNm9Apx1-Enerjisa%20Sales%20School%20Details.pdf>)

Would you like to add an additional supporting document?

No

By your submission of this entry to The Stevie Awards, you verify that you have read and agreed to abide by the regulations, terms and conditions of the competition. (<https://stevies-sage.secure-platform.com/a/page/enter/Rules-terms>)

Terms and Conditions

I Agree