

Nomination: 6892

Türk Telekom Digital Orientation 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 Türk Telekom
Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title Türk Telekom Digital Orientation Program
Category B01 - B59 Achievement > B24 - Achievement in New Employee Onboarding
Achievement Submission Format Written Answers
a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required Türk Telekom Group Companies provide services in all 81 provinces of Turkey with the vision of introducing new technologies to Turkey and accelerating Turkey's transformation into an information society. Turkey is one of the largest telecom markets in EMEA region with about 85 million growing population and increasing number of households. Besides, Argela and its subsidiary located in Silicon Valley, Netsia, take the lead in the development of next generation telecommunications technologies, primarily the 5G ecosystem, by developing products and intellectual property with their R&D and innovation-oriented activities. In addition, Türk Telekom International operates telecommunications systems in Central and Eastern Europe, Turkey, the Caucasus, the Middle East, and Asia. "Turkey's Multiplay Provider" Türk Telekom has 17.3 million fixed access lines, 14.8 million broadband, 2.9 million TV and 25.5 million mobile subscribers as of December 31, 2022. Türk Telekom Group Companies provide services in all 81 cities of Turkey with 39,433 employees with the vision of introducing new technologies to Turkey and accelerating Turkey's transformation into an information society. Türk Telekom Academy is the professional corporate training department of the Türk Telekom. Türk Telekom Academy consists of 42 educational development and professionals.
b. Outline the team's or organization's achievements since the beginning of 2021 that you wish to bring to the judges' attention (up to 250 words). Required As one of the first institutions to switch to remote working in order to protect the health of its employees with the pandemic, Türk Telekom has taken an innovative step towards the "Future of Work" by implementing "Personalized Working Model". As digitalization becomes more widespread, orientation will offer a new generation learning experience that will be equipped with new generation technological tools, will appeal to the target group of employees with different working and learning models, will provide quick access to education regardless of time and place, and will provide permanent and continuous learning experience. The need to create a program arose. Leading the country's digital transformation process as the founder and developer of Turkey's communication infrastructure, Türk Telekom broke new ground and launched the 100% online "Digital Orientation Program" in 2021. With this program; Employees who have just started to work at Türk Telekom can easily access the source documents they need by participating in the necessary trainings, while getting to know Türk Telekom end-to-end with the "Digital Gateway Platform" in a 3D environment and interactive areas. The Digital Orientation Program starts before the employee starts to work and ends with the completion of the program at the end of the 2-month trial period. The Digital Orientation Program application process consists of 7 steps: 1. Welcome 2. First Step to the Digital Gateway 3. Online Meeting 4. Digital Gateway Experience 5. E-Learnings and Knowledge Competition 6. Game Leaderboard 7. Learning experience sharing

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

- It has been prepared with a synchronous & asynchronous digital learning approach, with the vision of transforming the learning experience of employees into a %100 digital development journey.
- The contents have been prepared with the contributions of the HR teams. It contributed to the spread of the culture of working together among business units.
- While the program is provided with digital learning tools, online meetings are held to inform them about the process during the week they start working and to receive their learning experiences when they complete the program.
- Employees can complete the program at any time & place.
- Cost advantage (travel etc.) was provided as a result of the elimination of in-class trainings.
- Their adaptation to the company and the job was accelerated by sharing the Digital Gateway platform link with employees before they started to work and by participating in the program in the first week of their employment.
- Since HR practices vary in three different roles (Manager, Specialist and Technician) the Digital Gateway platform and training contents are able to customized for these title groups. Before this program, these details could not be shared to an adequate extent.
- The program is 100% online, meets the needs of the company, ensures the continuity of learning and corporate development, has been implemented as a first in the sector, and no similar application example has been encountered.
- The program received great attention and appreciation within the company and in the domestic media.

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

Donald Kirkpatrick's 4-stage educational evaluation model was used to measure program efficiency. With this method, 1st and 2nd level measurements could be made. The basis for level 3 measurement has been established.

Additionally; when a possible cost study was conducted, it was seen that approximately \$258,400 cost savings were made. Please see the Table-1 in the appendix.

Level 1 - The measurement of training satisfaction is measured by questionnaires sent to the participants via LMS.
The Satisfaction Rate of the Program (SRP)

- 7 groups were made for 177 employees in 2023-Q1: 95/100
- 35 groups were formed for 766 employees in 2022: 96/100
- 45 groups were formed for 1,000 employees in 2021: 92/100

Level 2 - In the program, the "Knowledge Wheel Exam" prepared with the gamification method is applied. A total of 30 questions have been prepared and contribute to the consolidation of training.

- 2023-Q1: 68.3/100
- 2022: 63.7/100
- 2021: 51.3/100

Other Results: The learning dimensions that will form the basis for the measurement of 3rd level behavior change are being measured.

- With the digital transformation of the orientation program, the participation rates in the training program increased on a yearly basis. Please see can the Table-2 in the appendix.
- Learning experience survey is made for employees who completed the program. Looking at the 2022-2023 comparative graph of the measurements, it was seen that there was an increase in 2023. (Please see the Chart-1 in the appendix.)

Webpage Link

<https://www.youtube.com/watch?v=4Q9Ky1jLyTY> (<https://www.youtube.com/watch?v=4Q9Ky1jLyTY>)

Would you like to add an additional webpage link?

No

Supporting Document

Download File (<https://stevies-sage.secure-platform.com/file/16699/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNjY5OEWiYXsb3dOb3RtaWduZWVcmwiOiJGYWxzZSIsImNbm9yfzfc0N61sQ0BbezBk1mmIzqX5K3sFrz87OWSI6zw?1.%20Digital%20Orientation%20Program%20Launch%20Video.zip>)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (<https://stevies-sage.secure-platform.com/file/16699/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNjY5OEWiYXsb3dOb3RtaWduZWVcmwiOiJGYWxzZSIsImNbm9yfz8wE?2.%20Images%20from%20Digital%20Gateway%20Platform.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 3

Download File (<https://stevies-sage.secure-platform.com/file/16700/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNjcwMCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImNm9mY7Hpolx6qmkH81yN3jBejDnwXBVLk0DWoco?3.%20Logo%20of%20Digital%20Gateway.jpg>)

Would you like to add an additional supporting document?

Yes

Supporting Document 4

Download File (https://stevies-sage.secure-platform.com/file/16701/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNjcwMSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImNm9QEBKHXT1E_mwMzQIS5LzcQNA?4.%20Mailings.pdf)

Would you like to add an additional supporting document?

Yes

Supporting Document 5

Download File (<https://stevies-sage.secure-platform.com/file/16702/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNjcwMiwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImNm9y5.%20Platform%20Login%20Information%20-%20Secret%20Information.PNG>)

Would you like to add an additional supporting document?

Yes

Supporting Document 6

Download File (<https://stevies-sage.secure-platform.com/file/16703/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNjcwMywiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImNm9y6.%20Table-1%20Saving.PNG>)

Would you like to add an additional supporting document?

Yes

Supporting Document 7

Download File (<https://stevies-sage.secure-platform.com/file/16704/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNjcwNCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImNm9y7.%20Table-2%20Participation%20Rate.PNG>)

Would you like to add an additional supporting document?

Yes

Supporting Document 8

Download File (<https://stevies-sage.secure-platform.com/file/16705/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNjcwNSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImNm9yn21ggR2-rcKUzooydq4pBNfeyI9NT-5L8PwmV3y-Q?8.%20Grafik-1%20Learning%20Experience%20Dimension.PNG>)

Would you like to add an additional supporting document?

Yes

Supporting Document 9

Download File (<https://stevies-sage.secure-platform.com/file/16706/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNjcwNiwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImNm9y9.%20User%20Comments.docx>)

Would you like to add an additional supporting document?

Yes

Supporting Document 10

Download File (<https://stevies-sage.secure-platform.com/file/16707/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNjcwNywiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImNm9y10.%20News%20and%20Links%20Reflected%20in%20the%20Press.docx>)

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