

Nomination: 6915

New Generation Working Model and MaxiOfises

<b>Page: General Information</b>
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
<b>Name of Organization/Company</b> İşbank
<b>Additional Contacts</b> I would also like to have others receive emails about the disposition of our entries.
<b>Page: Entry Information</b>
<b>Entry Title</b> New Generation Working Model and MaxiOfises
<b>Category</b> B01 - B59 Achievement > B30d - Achievement in Workplace Design - for More Than 100 Employees - Multiple Locations
<b>Achievement Submission Format</b> Written Answers
<b>a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required</b> İşbank, the first national bank of the Turkish Republic, was founded on August 26, 1924 by directives of Atatürk.  İşbank's vision is to be the bank of the future, creating sustainable value with an inclusive and participatory approach.  İşbank is the largest private bank with a total asset size of TL 1.408 billion, providing personal and commercial banking services with its sustainable and robust financial structure in Turkey.  İşbank has a massive coverage consisting of 23,309 employees providing service to 22.8 million customers via 1,110 domestic branches country-wide (largest among private banks), 21 foreign branches & 6,169 ATMs (largest ATM network among private banks).  İşbank, which has 13 million digital banking customers, increases the number of its digital banking customers day by day by closely following the technology.  As a result of the importance that İşbank places on gender equality in business life, 55% of İşbank employees are women. İşbank is an institution that gives importance to its employees and makes them feel valued. Thus, the employee turnover rate was measured as 1.90%.  *All of the data mentioned above is taken from the 2022 Consolidated Financial Report.

**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**

In order to adapt the shifting business needs and technological developments, on September 2021, we implemented a pilot of "New Generation Working Model" and this model's ultimate structure was released on October 2022. It was built upon by centering on employee demand, satisfaction and productivity while offering more flexible and agile working conditions.

It offers different types of working models with different number of office and remote days according to the departments' job definitions and ongoing tasks. While remote working days can be carried out anywhere, a new business need was emerged for the office days of employees living outside the commuting zone. After this business need was determined, regional offices called "MaxiOfis" were designed. MaxiOfises were located in different cities with the principle of carrying out the tasks in any İşbank office. This office concept was implemented with the aim of fulfill human resource gaps in the Headquarter by providing our potential employees, living outside of the commuting zone.

Currently, 12 MaxiOfises are located in 8 different cities of Turkey with the capacity of 505 people. While designing these offices, we aimed to offer more flexible, agile and innovative office concept.

Objectives aimed to be realized while designing MaxiOfises:

- Future-inspired design focused on employee experience
- Office design suitable for agile working
- Environment-friendly approach
- Efficient and happy employee-focused approach

Opportunities offered to İşbank employees by MaxiOfises:

- Wide, spacious and bright working areas
- Kitchenette, coffee and reading corners
- Common and quiet working areas
- Soundproof and private meeting rooms
- Customer contact areas

**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**

In order to measure the employee satisfaction, Remote Working Satisfaction Questionnaire was designed and opened periodically to employees. 3,530 and 4,536 employees participated to the questionnaire in 2021 and 2022 respectively. In this framework, the results accumulated are shown below:

- Remote working satisfaction rate was measured as 64%, 86%, 90% in July 2021, November 2021 and April 2022 respectively.
- Effective communication rate via online channels was measured as 85%, 87%, 92% in July 2021, November 2021 and April 2022 respectively.

Besides employee satisfaction, it is clearly understood that remote working does not cause any decrease in productivity; on the contrary, it is observed that general employee productivity in some departments is increased with this working model.

With the implementation of MaxiOfises,

In terms of İşbank;

- Positioning employees with appropriate qualifications regardless of location
- Closing the human resource gaps in the Headquarters with İşbank employees living outside the commuting zone
- Supporting the strategic goals of İşbank and its departments with suitably qualified employees

In terms of İşbank employees;

- Providing Head Office employees the opportunity to work remotely in MaxiOfises will become widespread throughout Turkey
- Providing the opportunity to work from the city they want by meeting the assignment requests of İşbank employees
- Offering various competence acquisitions and different career paths

were achieved.

At the end of the first month of MaxiOfises developed, general compliance rate of 78% was achieved. More than 24,000 seats of the offices have been used until today and currently, 434 employees have been working in MaxiOfises.

**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**

A presentation video about MaxiOfises is attached to the supporting document part. Since it visually shows the office, it would be helpful for clearly demonstrating the objectives we adopted while designing these offices. In case you cannot preview the video properly, you may download the video from WeTransfer link attached to the webpage link part for the detailed information and see the concept.

Moreover, a detailed pdf introducing "New Generation Working Model and MaxiOfises" is attached to the supporting documents. You may examine this file if you need any further information about the entry.

**Webpage Link**

**Would you like to add an additional webpage link?**

No

**Supporting Document**

Download File ([https://stevies-sage.secure-platform.com/file/17076/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNzA3NiwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm9yUgJEJi5XjZfdGhSgUzeJdk-5c5hWA4BYXFsDQ?Isbank\\_New%20Generation%20Working%20Model%20%26%20MaxiOfises.pdf](https://stevies-sage.secure-platform.com/file/17076/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNzA3NiwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm9yUgJEJi5XjZfdGhSgUzeJdk-5c5hWA4BYXFsDQ?Isbank_New%20Generation%20Working%20Model%20%26%20MaxiOfises.pdf))

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 2**

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**Supporting Document 3**

Download File (<https://stevies-sage.secure-platform.com/file/17078/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNzA3OCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm9Maxiofis%20Video.mp4>)

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