

Nomination: 6934

Best Use of Mobile Learning

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

Dimes Sanayi ve Ticaret A.Ş.

Additional Contacts

I would also like to have others receive emails about the disposition of our entries.

Page: Entry Information

Entry Title

Best Use of Mobile Learning

Category

B01 - B59 Achievement > B47 - Best Use of Mobile Learning

Achievement Submission Format

Written Answers

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

Dimes is Turkey's largest fruit juice producer with capacity of 100 thousand tons of fruit processing, 300 thousand tons of fruit juice producing, 100 thousand tons of milk and dairy products producing in FMCG sector.

Our company is Turkey's first fruit juice brand established by local capital in 1958. Today, as Turkey's largest fruit juice producer, we export to 100+ countries. In addition to 12 kinds of fruit juice, there is also smoothie, lemonade, turnip, milkshake and cold coffee in our product portfolio. Our goal is not only to be fruit juice brand, but also to become Turkey's largest beverage company.

Diren Holding A.Ş. shareholders consist of the members of the Diren Family. The Board of Directors of Diren Holding A.Ş. consists of the family members of our company's 2nd and 3rd generation shareholders. Dimes employs 870 people, and we are serving 78 countries.

Our Vision is moving Turkey's leading "enjoyable and nutritious" brand Dimes to a global scale with the respect we have for the nature and people. Our Mission is preserving the miracle of nature and pursue sustainable ideals by choosing the best ones in the value chain we have established from soil to people.

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

The ÖĞRENDİMES Brand was established to manage learning processes more efficiently and effectively and to gather all training and development activities under a single roof. Then, ÖĞRENDİMES-Mobile Platform was established in March 2021 with the infrastructure of the LMS system.

Access's provided to everyone without physical and geographical limitations. Thus, educational opportunities were not restricted, and its inclusiveness increased, and continuous learning was ensured.

With digital processes, the progress and success of employees in training and development processes can be better followed. Apart from following the different training methods included in ÖĞRENDİMES-Mobile, the outputs of the performance system integrated into the system, the data of potential employees, and the feedback received from the managers and employees are created in line with the main data.

In ÖĞRENDİMES-Mobile; There are webinars, blog, tests, screens where they can request books in the physical library and digital e-book summaries. Thus, employees can get information about trainings and work/non-work issues. At the same time, blog posts come from employees. Employees can write about their hobbies, mottos they adopt for themselves or on many different topics such as environmental improvements.

In ÖĞRENDİMES-Mobil, employees are provided with individualized learning experiences and no application is limited.

Employees' satisfaction is measured after each training and webinar. Thus, changes or additions can be made on processes that aren't liked. By making quick updates and listening to the feedback of the employees, the employees realize that they're considered, and accordingly, their participation in the processes increases and their loyalty increases.

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

Employee Engagement increased from 64% to 75%. At the same time, a 3% increase was observed for the Career&Development process in the sub-breakdowns of Employee Engagement Analyzes.

With the improvement of the training/development processes of the employees, the better identification of employee needs, and the retention and development of talent, a significant decrease in turnover rates has been observed. There was a decrease from 7.50% to 6.96% in Dimes.

Another tangible output of the training processes implemented in 2021 in the field of training and development and the impact of the ÖĞRENDİMES-Online Platform is the Company Performance Scorecard. The performance score, which was 3.37 in 2021, increased to 3.67.

While there were 717 different training hours in total in ÖĞRENDİMES-Mobile in 2021, the hours of watching training increased from 636 to 7,420 hours in 2022. The man/hour rate of training monitoring increased from 3.9 to 9.13. By joining the platform in different trainings in 2022, there are 962 different trainings, 526 physical books, 29 e-book summaries and 7 blog posts in total.

Within the scope of training and development programs, training satisfaction and feedback are received from the employees after each training to measure the efficiency of the catalog trainings provided on the online platform and the annual trainings held online. Following the feedback and satisfaction rates received from the employees, the training and development processes are continuously improved. By keeping the processes alive in this way, satisfaction rates increased from 86.81% to 94.51% in 2021.

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

With the creation of the mobile platform, it was very difficult to adapt the employees to the digital environment. For this reason, the Reward System has been designed in order to attract employees to the digital environment as a supporter of the process and to enable the use of the mobile application. With the Reward System, every application that was previously based on physical gifts within the company was converted into points during the digitalization process and gathered under a single roof.

- Giving the fastest and most correct answer as a result of the mini-tests made after the ÖĞRENDİMES-Publications,
- Those who want to share their experiences and knowledge with ÖĞRENDİMES-Blog,
- Following the education in the LEARNING-Education processes,
- Reading digital book summaries or physical books from ÖĞRENDİMES-Library,
- Employees who comment on the content on the platform are assigned points.

In the Reward System, not only the training and development processes, but also the suggestions made by the employees from different platforms, the recommendation of their colleagues, and the employees who get the highest score in the annual Process Audits are assigned points.

These points collected by the employees can be spent in different and many categories in the Reward System. For this, a system has been established that will work in an integrated manner within the system and offer the necessary shopping options to the employees to spend their points. The collected points can be spent on "Hediyemo" in many different categories.

Webpage Link

Would you like to add an additional webpage link?

No

Supporting Document

Download File (<https://stevies-sage.secure-platform.com/file/16794/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkJjoxNjc5NCwiYWxsY3dOb3RTaWduZWVcmwiOiJGYWxzZSIsImInbnm9yMobile%20Applications.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (<https://stevies-sage.secure-platform.com/file/16795/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkJjoxNjc5NSwiYWxsY3dOb3RTaWduZWVcmwiOiJGYWxzZSIsImInbnm9yFdtokSVDaCyzVrldMZfZj1vYRueVKSeCszu61I?HR%20Achievement%20Category-Best%20Use%20of%20Mobile%20Learning%20Image%20Contents.pdf>)

Would you like to add an additional supporting document?

No

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