

Nomination: 7476

ZER

**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**

ZER

**Additional Contacts**

I do not wish to list additional contacts

**Page: Entry Information**

**Entry Title**

ZER

**Category**

A01 - A31 Employer of the Year > A13 - Employer of the Year - Diversified Services

**Employer of the Year Submission Format**

Written Answers

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

With the rapid impact of ever-changing technology, the business landscape undergoes constant transformation, witnessing profound shifts in both business models and the workforce. In today's world, employee experience has emerged as a pivotal factor for the success of organizations. Consequently, activities that enhance employee engagement find an increasingly prominent place in companies' strategic agendas, recognizing their critical role in driving success.

Since its establishment, ZER implemented numerous practices and processes aimed at fostering employee experience and conducted various activities to engage employees. However, upon analyzing all HR practices, it was discovered that these initiatives were not fully recognized by the employees, and there were shortcomings in employee communication and the inclusion of their voices in the processes.

Zer HR decided to reevaluate all HR processes with a fresh perspective, placing the employee at the center. This approach aimed to foster a new outlook and ensure that the applications revolve around the employee's needs and experiences.

This approach, embodied by the slogan "We Are In The Work," was established as the overarching framework of the entire project. It served as an Employee Value Proposition, highlighting a collective "we" consciousness and emphasizing the indispensable role of employees in achieving success.

**b. Outline the organization's employee-relations achievements since the beginning of 2021 that you wish to bring to the judges' attention (up to 250 words). Required**

In order to incorporate employee's perspective into the process, a comprehensive employee satisfaction survey was conducted. Focus group interviews, one-on-one interviews, and measurements were utilized to better understand and prioritize employee's voice, placing them at the center of the decision-making process.

To actively involve employees in all aspects of needs analysis, design, and implementation processes, an "Employee Experience Team" (EX Team) was established. Team played a crucial role in ensuring genuine employee participation throughout the project, aligning with motto "We Are In The Work." By structuring the process with employees' voices at the forefront, their active involvement was fostered at every stage.

Concept was developed as a comprehensive Employee Value Proposition that consolidates initiatives in six primary focus areas under a unified framework.

-Communication (There Is Communication In The Work)

-Socialization and Wellbeing (There is Wellness/Sociability in the Work)

-Family (There is Family in the Work)

-Health (There is Health in the Work)

-Success and Development (There is Talent in the Work)

-Practices including Flexibility (There is Flexibility in the Work)

These focus areas were integrated into Employee Value Proposition to ensure a holistic and comprehensive approach to employee satisfaction and engagement.

All these initiatives were collaboratively designed in conjunction with employees, ensuring their active participation and involvement. Concept of "We Are In The Work" served as the guiding principle throughout the process. It was through this shared concept that initiatives were communicated and announced to the employees, fostering a sense of ownership and collective responsibility towards organization's goals.

**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 organization's past performance (up to 250 words). Required**

The primary objective of the Zer HR team is to transform the workplace into a joyful environment where individuals come together with a shared sense of purpose and significance, rather than merely a space for work and task completion.

Despite the challenges posed by the pandemic and post-pandemic effects, anxious socioeconomic climate in Turkey, high inflation and economic issues and the subsequent decline in employee satisfaction and loyalty across Turkey, Zer HR has successfully achieved its initial objectives.

In the GPTW (Great Place to Work), a certification awarded internationally to top employers, Zer selected amongst the Best Employers with the highest score in Turkey in 2020. In the 2021 GPTW, the overall score increased once more to 83, making Zer one of the Best Employers once again. And Zer kept its position as Best Employers of Turkey third time-in-a-row in 2022 with a score of 84.

Zer also named in Best Workplaces for Women Turkey 2021 and consequently in 2022 lists and GPTW for Millennials 2023 List in Great Place to Work Survey.

Zer has been granted the "Best Employer" award at the Kincentric Best Employers 2022 Program, organized by leading human resources and management consultancy company Kincentric.

HR practices also had positive effect on employee satisfaction and loyalty. Employee loyalty increased to 79,2% in 2021 and it reached up to 83,5% at the end of 2022.

ZER became the first procurement and supply chain management company to be listed in the Fortune 500 and Capital 500 rankings.

**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**

Apx1- Document: ZER HR "We are in the Work" Project Details

Apx2- Document: Results & Accomplishments

Apx3- Video: Teaser: We are in the Work  
<https://youtu.be/EI9rK573vzA>

Apx4- Press Release: Great Place to Work  
<https://www.koczer.com/en/news/the-success-of-our-hr-strategy-and-practices-has-been-proven-once-again>

Apx5- Press Release: Great Place to Work  
<https://www.koczer.com/en/news/zer-is-proud-to-receive-two-more-awards-from-great-place-to-work-turkiye>

Apx6- Press Release: Zer is a GreatPlace to Work for Women  
<https://www.koczer.com/en/news/zer-is-a-great-place-to-work-for-female-employees->

Apx7- Press Release: Zer is Amongst Turkey's Best Employers  
<https://www.koczer.com/en/news/zerr-%20is-amongst-turkeys-best-employers>

Apx8- Press Release: Capital 500 Turkiye  
<https://www.koczer.com/en/news/we-rank-120th-in-capital500-turkiye->

Apx9- Press Release: Fortune 500 Turkiye  
<https://www.koczer.com/en/news/we-rank-88th-in-fortune-500-turkiye>

Apx10- Press Release: ISG Provider Lens  
<https://www.koczer.com/en/news/zer-and-promena-are-on-the-radar-of-the-global-purchasing-and-supply-chain>

**Webpage Link**

<https://youtu.be/EI9rK573vzA> (<https://youtu.be/EI9rK573vzA>)

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

Yes

**Webpage Link 2**

<https://www.koczer.com/en/news/the-success-of-our-hr-strategy-and-practices-has-been-proven-once-again> (<https://www.koczer.com/en/news/the-success-of-our-hr-strategy-and-practices-has-been-proven-once-again>)

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

Yes

**Webpage Link 3**

<https://www.koczer.com/en/news/zer-is-proud-to-receive-two-more-awards-from-great-place-to-work-turkiye> (<https://www.koczer.com/en/news/zer-is-proud-to-receive-two-more-awards-from-great-place-to-work-turkiye>)

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

Yes

**Web Page Link 4**

<https://www.koczer.com/en/news/zer-is-a-great-place-to-work-for-female-employees-> (<https://www.koczer.com/en/news/zer-is-a-great-place-to-work-for-female-employees->)

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

Yes

**Web Page Link 5**

<https://www.koczer.com/en/news/zerr-%20is-amongst-turkeys-best-employers> (<https://www.koczer.com/en/news/zerr-%20is-amongst-turkeys-best-employers>)

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

Yes

**Web Page Link 6**

<https://www.koczer.com/en/news/we-rank-120th-in-capital500-turkiye-> (<https://www.koczer.com/en/news/we-rank-120th-in-capital500-turkiye->)

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

Yes

**Web Page Link 7**

<https://www.koczer.com/en/news/we-rank-88th-in-fortune-500-turkiye> (<https://www.koczer.com/en/news/we-rank-88th-in-fortune-500-turkiye>)

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

Yes

**Web Page Link 8**

<https://www.koczer.com/en/news/zer-and-promena-are-on-the-radar-of-the-global-purchasing-and-supply-chain> (<https://www.koczer.com/en/news/zer-and-promena-are-on-the-radar-of-the-global-purchasing-and-supply-chain>)

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

No

**Supporting Document**

Download File ([https://stevies-sage.secure-platform.com/file/18438/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxODQzOCwiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSIImInbm9Z15CtXMDZHWn9NzaEr\\_pl3GQh0?Apx1-Documents-Project%20Details.pdf](https://stevies-sage.secure-platform.com/file/18438/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxODQzOCwiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSIImInbm9Z15CtXMDZHWn9NzaEr_pl3GQh0?Apx1-Documents-Project%20Details.pdf))

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

Yes

**Supporting Document 2**

Download File (<https://stevies-sage.secure-platform.com/file/18439/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxODQzOSwiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSIImInbm9Apx2-Documents-Results%26Accomplishments.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