Nomination: 7804

HR Data Center

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

Petrol Ofisi Grubu

Additional Contacts

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

Page: Entry Information

Entry Title

HR Data Center

Category

F01 - F70 Solutions, Implementations, and Training Programs or Media > F01 - F48 Solutions & Implementations > F20 - HR Reporting Solution - Implementation

Solutions & Implementations Submission Format

Written Answers

a. If you are nominating a brand-new product, state the date on which it was released. If you are nominating a new version of an existing product, state the date on which the update was released. If you are nominating an implementation, state the date on which the implementation was completed. Required

Our HR Analytics transformation, which began in 2019, was completed with the implementation of the SAP SuccessFactors Story Reports module on November 1, 2023. The goal for 2024 is to transition to using artificial intelligence for employee HR analytics reporting.

b. Describe the features, functions, and benefits of the nominated product, service, or implementation (up to 350 words). Required

Our vision of becoming a leader in the industry with innovative, data-driven HR perspectives and technologies, developed and improved through innovative HR applications at Petrol Ofisi Group, led us to adopt a data-focused HR approach in 2019, with the vision of being a "Pioneer in Development".

In 2019, we integrated data using the 5S methodology in the ERP system. By identifying unused data and areas requiring updates, we established the HR data center. Following cleaning and updating processes, we ensured the current maintenance of system information and initiated active reporting, ensuring sustainability in HR Analytics processes.

The HR Dashboard report:

- A PowerPoint presentation comprising HR metrics identified through data analysis conducted on Microsoft Excel.

- It includes 33 different metrics.

- The report's metrics were created using descriptive and diagnostic analytical modeling. In 2022, predictive analytics modeling was included in the report and was reported using Power BI.

- Sharing with top executives via email on a monthly and quarterly basis facilitated the development of data-driven decision-making habits.

- Through data-driven decisions instead of intuition, it contributed to strengthening the organization's employer brand and improving the employee experience.

- By analyzing turnover rates and reasons, it assisted in identifying strategies to reduce turnover rates.
Traditional methods were no longer sufficient to keep up with competition and new technology, and the manual reporting process lagged behind in the rapid transformation of HR decision-making processes. Analyzing the organization's HR measurements restricted the effective utilization of data-driven insights. In 2022, the ERP enterprise operating system was replaced with SAP SuccessFactors. With this transformation, we adapted the SAP SuccessFactors People Analytics solution, encompassing all reporting and analytical solutions, to our analytical processes. We created a digital HR Analytics reporting center based on dynamic, easily accessible, user-friendly, and live system data.

The HR Data Center report:

- It offers self-service metrics tailored to the needs of all roles in the organization.

- It includes 77 different metrics.

- It accelerated decision-making processes with a dynamic reporting system and ensured diversity in analytical HR data.

- It provided quick and practical access to meaningful data.

c. For the nomination of a product or service, 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. For the nomination of an implementation, outline the need or problem that was identified, why the solution was chosen, how the solution was implemented, and the results of your implementation to date (up to 350 words). Required

The conditions that led Petrol Ofisi to enhance its HR Data Center are outlined in the following points:

1. Some data was stored outside the ERP system in 3rd party applications and Excel, making it challenging to access correct data in a timely manner.

2. Difficulty in accessing historical data for comparison and various statistical analyses hindered our ability to generate reports.

3. Processing data in Excel without using any system led to significant time losses, hindered real-time data analysis, and made the system prone to errors.

4. Lack of data-driven analyses during strategic decision-making times often forced us to proceed without analytics. This reliance on intuition or limited data often made achieving strategic goals difficult.

5. The need to support data-driven decision-making processes and strategic goals became evident in response to business conditions and competitive environments. Accurate data analysis was necessary to define strategic goals and make investments that contribute to the organization's objectives.

6. To maintain Petrol Ofisi's competitive edge and adapt to market trends, strengthening data-driven decision-making processes was essential. This required timely and effective processing and analysis of accurate data.

In 2019, we created HR Analytics reports. During this process, we established the necessary data infrastructure for collecting, analyzing, and reporting workforce data. Additionally, we shared the HR Dashboard report, generated by analyzing ERP system data, with top management on a monthly and quarterly basis. In 2022, after our digital transformation, we integrated the SAP SuccessFactors Story Reports tool into our processes, allowing us to share HR analytics with all employees through a digital reporting tool independent of manual processes. Training sessions and pulse surveys were conducted to help employees adapt to this new approach.

The results of HR Analytics applications have been positive. Data-driven decisions improved workforce planning performance, enhanced talent management processes, reduced challenges in attracting young digital talents, and increased the company's competitiveness. These successes demonstrate the strategic importance of HR Analytics to the company.

The HR Dashboard and HR Data Center reports of Petrol Ofisi have been crucial steps in enhancing the company's competitiveness and preparing for the future.

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

Petrol Ofisi has created recruitment, training and development, performance management, and talent retention strategies in 2019, alongside the use of data-driven insights, resulting in continuous improvements across all areas.

- General and resignation-related turnover rates have decreased. (Attached PDF: Image 1 – Image 2)

- Young talents have been attracted to the company.

- Retention rates have increased. (Attached PDF: Image 3)

- Data-driven progress in recruitment processes has enhanced external candidate experience and facilitated quick filling of positions with the right candidates. (Attached PDF: Image 4 – Image 5)

- Satisfaction with training and development has increased. (Attached PDF: Image 6)

- HR analytics metrics have been continuously improved. (Attached PDF: Image 7)

- The company's employee experience score has increased. (Attached PDF: Image 8)

- The maturity level of HR analytics has increased every year. (Attached PDF: Image 9)

- Employer branding has been strengthened.

- The transition from reduced man-hours given to analytical reporting over the years to strategic development has been achieved, transitioning from operations to strategy.

- The data-focused HR approach has improved the organization's strategic decision-making capabilities.

Webpage Link

Would you like to add an additional webpage link?

No

Supporting Document

Download File (https://stevies-sage.secure-
platform.com/file/19399/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxOTM5OSwiYWxsb3dOb3RaWduZWVkcmwiOiJGYWxzZSIsImlnbm9yZSI...
HR%20Solution%20Categories%20-%20Self-Service%20HR%20Solution%20Implementation%20Contents.pdf)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (https://stevies-sage.secure-platform.com/file/19400/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxOTQwMCwiYWxsb3dOb3RaaWduZWRVcmwiOiJGYWxzZSIsImlnbm9cnGNYypcAuI4Ipe_nDk0kpORL4meoHOjgjg?PO_DATACENTER_CaseStudy.mp4)

Would you like to add an additional supporting document?

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