

Nomination: 7907

Pegasus Airlines

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

Pegasus Airlines

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Pegasus Airlines

Category

A01 - A31 Employer of the Year > A02 - Employer of the Year - Aerospace & Defense

Employer of the Year Submission Format

Written Answers

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

As Pegasus Airlines, we set out in 2005 with the belief that "everyone has the right to fly"; and became a pioneer in Türkiye by introducing the low-cost airline model. As part of the low-cost airline model, we offer our guests low fares and leave them the freedom of choice to shape their travels according to their needs. Since then, the first move we took to transform aviation in Türkiye has grown immensely. We are currently Türkiye's leading low-cost airline, flying to 36 domestic and 102 international destinations across 53 countries with a fleet of 110 aircraft. While relentlessly seeking operational excellence, our 8500-person team has been driving the digital transformation and sustainability of aviation and promoting equality and diversity.

As a company that values diversity and inclusivity, we make major efforts, particularly in gender balance. From pilots to senior executives, we are pleased with the significant roles that women play in every aspect of our business. We have a company tradition of naming our new aircraft after our employees' daughters. We take great pride in being the first airline globally to sign IATA's "25by2025" initiative and the first airline globally to join the UN Women's Empowerment Principles platform.

b. Outline the organization's employee-relations achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required

Pegasus prioritizes employee experience and engagement to drive success while attracting, retaining, and developing talents. As part of developing segmented people processes, employee journey maps are created, pain points are determined with employees' active participation, and improvement initiatives are created with input from comprehensive feedback systems, such as the segmented Employee Experience Survey, HR interviews, onsite visits, and ad-hoc questionnaires.

The Employee Experience Survey maintained the long-term trend of increasing engagement scores since its introduction in its current form in 2022. The company's commitment to digitization is demonstrated with HR innovations such as the virtual assistant, HERO, which enhances communication and efficiency, and the PiNnovation project, which streamlines processes by improving employee journeys.

The updated performance and incentive management, as well as talent development methods, are integrated to support individual development and align with organizational objectives. Pegasus has also made advancements in talent acquisition, as demonstrated by the GoYoung program, which provides university students with real-world exposure while encouraging innovation.

Understanding the importance of employees being content, Pegasus offers customized benefits and uses tailored incentive plans to reward outstanding performance. A key objective of these efforts is sustainability, with an emphasis on governance to promote social, environmental, and economic sustainability.

Pegasus encourages DEI and work-life balance through initiatives such as Pegasus Harmony and hybrid work arrangements. The company promotes communication and continuous development, fostering employee engagement and growth. Pegasus Airlines cultivates a workplace environment where individuals can thrive and contribute to the company's success through these efforts.

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

Pegasus Airlines prioritizes effective employee feedback mechanisms in the dynamic aviation industry. Through its Employee Experience Survey (EES), tailored to different job roles in aviation, Pegasus ensures precision and relevance by benchmarking against historical data, global airline standards, and Turkish industry norms. This approach identifies areas for improvement while maintaining contextual significance.

Pegasus evaluates 7 critical areas often overlooked by other airlines and excels in 11 out of 14 measured categories. This analytical framework categorizes employees by demographics and provides specific insights into diverse workforce segments in aviation. We determine focus groups according to EES outputs and develop our HR practices by creating special journeys and focusing on employee experience. The Sustainable Commitment score of the Crew Planning function, determined as a focus group and included in a tailored journey based on the 2022 EES results, increased by 4 points after one year.

With a 15% annual turnover rate, Pegasus prides itself on being a company where employees are eager to stay. Initiatives such as refined processes for providing career paths that support professional growth, prioritizing critical roles, increasing employee interaction, and making accurate information easily accessible by digitalizing enhance Pegasus' commitment to employee engagement within the dynamic aviation industry landscape. Pegasus makes the "everyone has the right to fly" motto a lifestyle for the employees by providing affordable unlimited direct ticketing for all self-operated flights for employees and their families, instead of requiring stand-by as in most airlines, where unmarried employees' +1 can also benefit from this application.

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

1. Employee Experience Methodology and Survey Analysis shows higher scores compared to Pegasus' past and industry norms.
2. Employee Experience Focus Group and Action Plan Sample carried out based on 2022 survey results and comprehensive analysis.
3. Pegasus Culture Management shows the backbones of our culture and the company values we fly with.
4. Pegasus Harmony Annual Report shows initiatives and targets taken to enhance gender equality and supportive ratios.
5. Talent and Career Management Framework shows how Pegasus combines Sustainable organization and growth through people.
6. Sustainability Working Groups describe sustainability programs that support business growth and are implemented with the ideas and efforts of employees.
7. GoYoung explains a digital-based future fit journey filled with business and development opportunities for young talents.
8. FlyUp explains the performance management system from start to finish, with a holistic view and focusing on development.
9. PiN intranet shows employees' digital journey where they can reach all their needs from one place, strengthening the culture of communication and greeting.
10. Pegasus Airlines Milestones video shows the company's growth and achievements over the years.

Webpage Link

<https://www.pegasusinvestorrelations.com/en> (<https://www.pegasusinvestorrelations.com/en>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://www.linkedin.com/company/pegasus-airlines/life/9c1fd17b-ff0d-4e65-bec4-2bc13cf03127/> (<https://www.linkedin.com/company/pegasus-airlines/life/9c1fd17b-ff0d-4e65-bec4-2bc13cf03127/>)

Would you like to add an additional webpage link?

Yes

Webpage Link 3

<https://www.instagram.com/pegasusairlines/?hl=en> (<https://www.instagram.com/pegasusairlines/?hl=en>)

Would you like to add an additional webpage link?

No

Supporting Document

Download File (<https://stevies-sage.secure-platform.com/file/20090/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyMDA5MCwiYWxsY3dOb3RtaWduZWVcmwiOiJGYWxzZSImlnbnm9avRupZ2Y9GSJf8?1.%20Employee%20Experience.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (<https://stevies-sage.secure-platform.com/file/20117/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyMDE5NywiYWxsY3dOb3RtaWduZWVcmwiOiJGYWxzZSImlnbnm9v1gc7M6Yqk?2.%20Employee%20Experience%20Survey%20Focus%20Group%20Sample.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 3

Download File (<https://stevies-sage.secure-platform.com/file/20092/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyMDA5MiwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbnm97WHMJD4nWC0JIZKmcpcChLuhz0vB8?3.%20Pegasus%20Culture%20Management.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 4

Download File (<https://stevies-sage.secure-platform.com/file/20093/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyMDA5MywiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbnm94.%20Harmony%20Report.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 5

Download File (<https://stevies-sage.secure-platform.com/file/20094/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyMDA5NCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbnm95.%20Talent%20and%20Career%20Management.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 6

Download File (<https://stevies-sage.secure-platform.com/file/20095/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyMDA5NSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbnm96.%20Sustainability%20Working%20Groups.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 7

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Would you like to add an additional supporting document?

Yes

Supporting Document 8

Download File (<https://stevies-sage.secure-platform.com/file/20097/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyMDA5NywiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbnm9yX-rMNnJsmgVNE27pwyMKS1Pw?8.%20FlyUp%20-%20Performance%20Management.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 9

Download File (<https://stevies-sage.secure-platform.com/file/20098/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyMDA5OCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbnm9VEYF14yXfzUsOo?9.%20PiN%20Intranet.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 10

Download File (<https://stevies-sage.secure-platform.com/file/20099/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyMDA5OSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbnm910.%20Pegasus%20Airlines%20Milestones.mp4>)

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