

Nomination: 7959

AKLease

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

AKLease

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

AKLease

Category

B01 - B64 Achievement > B13 - Achievement in Employer Branding

Achievement Submission Format

Written Answers

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

Established in 1988 as a subsidiary of Akbank, Ak Finansal Kiralama A.Ş. (AKLease) offers financial leasing solutions for all projects that require investment in different sectors, from production to construction, from transportation to energy and healthcare. It provides long-term and cost-effective leasing services to its customers. AKLease closed 2021 in a strong position in terms of both equity and return on assets within the sector. It achieved a growth of more than 100 percent in the transaction volume on TL basis and a significant increase in the number of contracts. While Aklease maintains its strong growth in the sector, it also makes a difference in the sector with its employee-oriented practices. In addition, it continues to work with the aim of becoming a leasing company that can meet the needs of its customers quickly and has easy business processes.

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

In 2018, the Company had a financial loss, an extremely low employee engagement score of 31%, and a high employee turnover rate.

This low score was increased to 66% in the first place with the extra plans aimed at increasing the employee loyalty score as of 2020.

From a low employee engagement score, engagement rates moved to a high level of 67% in 2021, 83% in 2022, 86% in 2023 and 87% in 2024.

The main action plans to raise this score were:

- The first action taken was to provide employees with both vertical and horizontal career maps.
- Planned to diversify career paths, these maps were effective in terms of both title and motivation.
- Due to the increase in the number of senior positions within the Company and the inability to offer vertical career opportunities, a map was created for horizontal career opportunities.
- In this context, open positions were announced within the Company. The applications of the employees were evaluated and they were appointed to the appropriate positions. For example, one of our employees, who was serving as a Credit Manager, continues to work as a Business Analyst.
- An employee from the Credit Monitoring department was appointed to the vacant position of Credit Manager.
- Leadership development programs were prepared to provide employees with more vertical transition opportunities, and internal promotions were prioritized when a position was opened.
- Programs which support the individual development of employees were included. Individual supports were provided to employees.

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

- The company with the highest employee engagement rate in the Turkish leasing sector.
- The only company in the Turkish leasing sector to have received the Great Place To Work award for four consecutive years.
- The winner of the Kincentric Best Employer category in 2019, 2022 and 2023.
- A company that prepares its employees to their future career with development programs specially designed for the individual.
- A company that considers all the personal characteristics of the employee as a whole, together with their family and environment, while creating motivational gifts.
- A company that creates action plans by examining Employee Loyalty survey results in detail and analyzing employee profiles.

For example:

- Gifts were given to the children of the employees during the Back to School period.
- Gifts were given to all employees during religious holidays.
- A letter of thanks was sent to the families of the employees for their success and performance in the team.
- With the voluntary participation of employees, an Employee Video Series was created to be featured on social media regarding their duties at AKLease.

Tailor-made trainings are designed by considering the individual competencies and characteristics of the employees.

Due to the earthquake disaster in Türkiye in February, AKLease employees in the region were provided with both psychological and financial support from the very first day. Employees were evacuated to safe areas during the process, and they were allowed to return when suitable conditions were created in the region.

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

GPTW Survey Result:

2021: 78%

2022: 85%

2023: 87%

2024: 83%

Kincentric Employee Engagement Survey Results

2018: 31%

2019: 61%

2020: 66%

2021: 67%

2022: 83%

2023: 87%

Webpage Link

<https://www.aklease.com/tr/aklease/detay-haber/AKLeasee-ikinci-kez-%E2%80%9CEn-lyi-Is-Yeri-odulu/287/589/0> (<https://www.aklease.com/tr/aklease/detay-haber/AKLeasee-ikinci-kez-%E2%80%9CEn-lyi-Is-Yeri-odulu/287/589/0>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

https://www.linkedin.com/posts/aklease_aklease-greatplacetowork-celebratetogether-activity-7192141160713244672-IGx1/?utm_source=share&utm_medium=member_desktop
(https://www.linkedin.com/posts/aklease_aklease-greatplacetowork-celebratetogether-activity-7192141160713244672-IGx1/?utm_source=share&utm_medium=member_desktop)

Would you like to add an additional webpage link?

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Webpage Link 3

https://www.linkedin.com/posts/aklease_aklease-kincentricbestemployers-eniaoviyiaovagnyeri-activity-7148656174471565313-oemH/?utm_source=share&utm_medium=member_desktop
(https://www.linkedin.com/posts/aklease_aklease-kincentricbestemployers-eniaoviyiaovagnyeri-activity-7148656174471565313-oemH/?utm_source=share&utm_medium=member_desktop)

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Web Page Link 4

https://www.linkedin.com/posts/aklease_aklease35yaagnafnda-activity-7130151518753673216-0kdv/?utm_source=share&utm_medium=member_desktop
(https://www.linkedin.com/posts/aklease_aklease35yaagnafnda-activity-7130151518753673216-0kdv/?utm_source=share&utm_medium=member_desktop)

Would you like to add an additional webpage link?

Supporting Document

Download File (<https://stevies-sage.secure-platform.com/file/21075/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyMTA3NSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm9FMaahA-Lo?AKLeaseEvent.JPG>)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (<https://stevies-sage.secure-platform.com/file/21076/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyMTA3NiwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm9yGPTW2024.JPG>)

Would you like to add an additional supporting document?

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Supporting Document 3

Download File (<https://stevies-sage.secure-platform.com/file/21077/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyMTA3NywiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm9FIInmhsaJwpMby1IeNPc?Kincentric.JPG>)

Would you like to add an additional supporting document?

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