

Nomination: 8625

KoçZer

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

KoçZer

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

KoçZer

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.

In particular, due to the February earthquakes in Turkey, the inflation and economic difficulties in the country, and the tension caused by the election climate the motivation of the employees, as well as the people of the country, has decreased, and the level of happiness has decreased significantly throughout the country. Especially due to the economic difficulties, there has been a very serious employee mobility in the country, and employees with low loyalty have frequently changed their jobs.

KoçZer HR team, which has kept the employee experience at the core of all its activities, has reviewed all HR practices and designed new and innovative employee-centered practices in order to support the loyalty and wellbeing of its employees and to retain their talents, which are very valuable for the company.

KoçZer HR has carried out studies on 3 main HR focuses and positioned all its practices on these main themes:

- Communication, Collaboration and Fun@Work
- Wellbeing
- Talent Management & Development

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

In mid-2023, KoçZer HR underwent a major strategic transformation and the company's top management and brand changed. This change, combined with the need for personal touch in employee engagement, led to the design of the "Touch the Customer's Heart" camp, where the entire company could both discuss new company strategies and engage in various team-building activities together. In this camp, all company employees had the opportunity to strategize together with various sessions and activities in a location surrounded by nature for 2 days, while also having fun together with an evening party.

With the change in the company strategy, innovation and innovation culture, which are becoming more and more important every day, have taken their place among the priorities of the company. Based on this need, the company participated in the Hack Your Job Hackathon and developed new and innovative ideas together as a company.

While investing in the development of employees through training & development programs, the ZerUp Young Talent Program was launched to attract new young talents to the company.

In the name of wellbeing, many practices already carried out within the company have been improved and revised, and in-house clubs have been created to support employees' hobbies and interests through KoçZer Club. The ZerStar rewarding system ensures success, KoçZer sports clubs ensure physical health, and in-house communication tools keep the company entertained.

HR practices continue to be continuously developed and updated in line with employee expectations.

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 KoçZer 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 entry section of the document, KoçZer HR has successfully achieved its initial objectives.

-In 2023, when all organizations in Turkey faced difficulties in terms of employee retention, KoçZer's turnover rate improved positively due to the impact of all HR practices. The employee turnover rate improved by 3.67% compared to 2022 and decreased to 16.33% at the end of 2023. In the first half of 2024, this rate improved even more and decreased to 4.55%.

-In the KoçZer engagement survey, the proportion of employees who said they would consider changing jobs decreased by 2.1% compared to 2022 to 25%. This rate is better than both Koç Group and Turkey averages.

-The score for the question "I feel valued at KoçZer" increased by 1% to 74.7%, while the score for the question "I feel happy and peaceful" increased by 2% to 72%.

-The question "I feel physically healthy" increased by 6.2% to 90.3% at the end of 2023, with a focus on physical activities, sports clubs and sports training in KoçZer history.

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

Ap1- Presentation: KoçZer HR Programs&Actions Details

Ap2- Document: KoçZer HR Metrics& Results

Ap3- Video: KoçZer Hackathon
<https://youtu.be/zTxmufLmri4>

Ap4-Video: Touch the Customer's Heart Event
https://youtu.be/LF9a15m_JTU

Ap5-Video: KoçZer Employee Testimonial about HR Processes
<https://youtu.be/qDYdp2QvC6U>

Webpage Link

<https://youtu.be/zTxmufLmri4> (<https://youtu.be/zTxmufLmri4>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

https://youtu.be/LF9a15m_JTU (https://youtu.be/LF9a15m_JTU)

Would you like to add an additional webpage link?

Yes

Webpage Link 3

<https://youtu.be/qDYdp2QvC6U> (<https://youtu.be/qDYdp2QvC6U>)

Would you like to add an additional webpage link?

Supporting Document

Download File (<https://stevies-sage.secure-platform.com/file/21307/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjoyMTMwNywiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImlnbm90eXN0Koc%CC%A7Zer%20HR%20Programs%26Actions%20Details.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (<https://stevies-sage.secure-platform.com/file/21308/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjoyMTMwOCwiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImlnbm90eXN0KocZer%20HR%20Metrics%26%20Results.pdf>)

Would you like to add an additional supporting document?

No

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