

Nomination: 8711

DIMES HR Team

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 DIMES
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Page: Entry Information
Entry Title DIMES HR Team
Category E01 - E11 Team > E03 - Employee Relations Team of the Year
Team Submission Format Written Answers

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

DİMES Human Resources Team operates not only as a function that manages operational processes but also as a holistic structure that guides strategy, triggers corporate development works, and transforms the entire management system of the company. Under the leadership of CHRO, the Human Resources Department is divided into three main structures: Strategic Planning and Project Management Office, Process and Organizational Development, Strategic Business Partnership.

While the Strategic Planning and Project Management team shapes DİMES's medium and long-term vision, the Organizational Development team takes responsibility for critical topics such as training, talent management, employee experience, and digital transformation. The Strategic Business Partnership is a structure that provides end-to-end support to employees in all fields.

Thanks to this structure, the Human Resources Department systematically touches the entire employee life cycle, from recruitment to orientation, from performance systems to suggestion and reward processes. Additionally, all practices are managed with an employer brand vision through DİMES's training brand, LEARN DİMES, and employee experience brand, ENTERTAIN DİMES.

Between 2019 and 2024, DİMES Human Resources Department won a total of 33 national and international awards and became the leader of practices that inspired many organizations in the industry.

b. Outline the team's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required

As of 2023, DİMES Human Resources Team has realized a large-scale transformation in the areas of employee engagement, digitization, governance, and corporate development. In line with the vision of "Being the most preferred and desired company to work for in our industry", HR processes have been fully aligned with the company's strategies, and projects with measurable impact were implemented in this direction.

Employee engagement rate increased from 64% in 2022 to 82% by the end of 2023. In the breakdowns, Career and Development increased by +12%, Talent and Position by +15%, Appreciation and Rewarding by +17%. Turnover rate decreased to 5.92%, and instructor satisfaction rate and training satisfaction rate reached 96.34% and 94.51%, respectively.

In the field of Digitization, all HR processes were digitalized with the new portal and mobile application; artificial intelligence-aided digital HR assistant named DİJİMES was launched. Additionally, the entire orientation process has been digitized, including 3D virtual tours.

2023-2025 vision was created through the Strategic Planning works, and Project Management Methodology was launched. The team also established social responsibility and employee community projects such as "DİMES Volunteers" and "Activity Clubs".

Within the scope of Career and Talent Management, all positions were analyzed, thus increasing the potential identification rate to 75%, and 92% of the critical positions were substituted. Training and development practices were restructured under LEARN DİMES brand, and the maturity level was increased to 3 with the Measurement of Transformation into Behavior.

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 past performance (up to 250 words). Required

The transformation realized by DİMES Human Resources Team as of 2023 is differentiated not only by the development of HR practices but also by their integration into the company's entire management system. While many companies in Turkish food industry still work with an operational HR model, DİMES has transformed Human Resources into a function that guides strategy and creates measurable and sustainable value.

Achieving an engagement rate of 82%, which is above the industry average (64%), shows that not only satisfaction but also belonging has been built structurally. Training satisfaction reaching 94%, instructor satisfaction reaching 96%, and measurement of transformation into behavior are advanced practices that are still not widespread in the industry. DİJİMES, the artificial intelligence-aided digital HR assistant developed by DİMES, is the implementation of technological solutions that are still at the idea stage in many companies. The integrated execution of all HR processes through the portal has raised the level of digital maturity to a leading position in the industry.

Conducting the Career and Talent Management based on potential and substitution data for each position ensures that employees are associated with corporate goals. The fact that 92% of the critical positions are substituted shows that the next generation of leaders is being systematically developed.

All these works are monitored with measurable KPIs, integrated with Strategic Planning, and made sustainable through the Project Management Office. In this respect, DİMES HR Team has created a strategic transformation model beyond the industry in general.

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

All projects and systemic transformations carried out by DİMES Human Resources Team are monitored and documented through corporate data sources and performance reports. In support of the achievements outlined in this nomination, the following supporting materials have been presented, based on measurable outputs and independent system records:

Employee Engagement: The engagement analysis report as of the end of 2023 documents that the overall engagement rate has reached 82% and that there are significant increases in the breakdowns.

Training and Development: Through the feedback forms of the trainings conducted within the scope of LEARN DİMES system, data on 94.51% training satisfaction and 96.34% instructor satisfaction and also the outputs of the transformation into behavior analysis are presented.

Career and Talent Management: Tables on the Substitution Rate of Critical Positions (92%) and potential identification analyses show that career and talent management is systematically monitored.

Digitization: User interface images of the newly launched HR portal, usage data of DİJİMES artificial intelligence application, 3D factory tour content integrated into the orientation system are among the materials.

Corporate KPIs: Turnover, absenteeism, process compliance, project success rates, and strategic planning indicators prove the direct impact of Human Resources on the company's performance.

Additionally, the award certificates that DİMES won in 2023-2024 period through these practices and the media contents are presented as supporting materials that provide external validation.

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Supporting Document

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