

Nomination: 9481

COCA COLA İÇECEK CCI'M FLEX Flexible Benefits Program

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

Coca Cola İçecek

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Additional Contacts

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Page: Entry Information

Entry Title

COCA COLA İÇECEK CCI'M FLEX Flexible Benefits Program

Category

B01 - B67 Achievement > B02 - Achievement in Benefits Design and Administration

Achievement Submission Format

Written Answers

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

The Total Rewards Team at Coca-Cola İçecek (CCI) is a core function within the HR department, responsible for designing and executing compensation, benefits, and well-being strategies across the company's multi-country operations. The team has a strong track record of aligning reward mechanisms with business goals, having previously launched impactful initiatives such as performance-based pay frameworks and leadership-linked incentive systems.

In recent years, the team has evolved into a strategic enabler of employee experience, focusing on personalization, equity, and digitalization. This transformation culminated in the development of the CCI'm Flex program—an innovative flexible benefits platform launched to address the growing demand for customization and fairness in total rewards. The program was designed and implemented entirely by the in-house Total Rewards Team, leveraging cross-functional collaboration and a strong voice-of-employee approach.

This team's work has played a pivotal role in CCI's broader HR transformation, contributing to recognitions such as Top Employer certification and Equal Salary certification. Their efforts exemplify the company's "people-first" mindset and commitment to well-being, inclusivity, and employer branding.

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

Since January 2023, the Total Rewards Team has significantly advanced CCI'm Flex—a personalized, flexible benefits platform tailored to the needs of CCI's diverse workforce. Designed with a persona-based model, the platform enables eligible employees to allocate a gross annual budget (TRY 143,000, of which TRY 71,500 is flexible) updated annually, across a wide array of benefits, including four levels of private medical insurance, voluntary pensions, shopping vouchers, wellness services, and digital gift cards.

Key achievements include:

- A 6-point rise in platform usability satisfaction (from 91% in 2023 to 97% in 2024)
- Medical insurance coverage satisfaction at 86% rated fair or above
- Over 90% open rates on internal communication campaigns in key regions
- Inclusion of new medical options (e.g., higher outpatient limits, HPV vaccine, specific vitamins) based on employee feedback
- Steady year-over-year increase in employee participation

Additionally, the team led Total Rewards Roadshows across factory and office locations, offering hands-on guidance and collecting live feedback to further improve the program. Their approach has deepened trust, increased retention, and enhanced CCI's internal employer value proposition.

Externally, CCI'm Flex contributed to improved employer branding, with Instagram campaign reels reaching thousands of users. The program also supported CCI's Top Employer and Equal Salary certifications by enabling fair, inclusive, and personalized benefit experiences for all employee segments.

1 of 2

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

CCI'm Flex stands out in the FMCG sector for its deep personalization, user-centered design, and scalable digital infrastructure. Unlike standard benefits programs, CCI'm Flex is rooted in flexibility, inclusion, and lifecycle-based design. It empowers employees to tailor their benefits to fit their family structure, health priorities, and financial goals—whether that's enhanced maternity coverage, check-up packages, tech vouchers, or pension planning.

In contrast to traditional approaches, the platform ensures equity across generational, gender, and regional differences by offering choice rather than one-size-fits-all solutions. The inclusion of optional benefits like mental health, dental, and HPV vaccines also reflects progressive and future-forward thinking, rare among regional peers.

Benchmarking shows that while flexible benefits are gaining popularity, few organizations in CCI's geography have yet implemented a platform of this scope or sophistication. The platform's 97% usability satisfaction and high adoption rates validate its resonance and value. Compared to its own previous benefits model, CCI has seen dramatic improvement in perceived fairness, administrative efficiency, and employee engagement.

Moreover, the program's alignment with strategic business goals—employee retention, EVP enhancement, and cost-value efficiency—has made it a cornerstone of CCI's Total Rewards strategy. Its success in Türkiye has inspired interest in replicating the model in other countries within CCI's footprint, further showcasing its scalability and innovation potential.

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

Supporting materials provide concrete evidence of CCI'm Flex's impact and execution. These include:

- 1. Satisfaction Survey Results (2023–2024) – Quantitative data on improvements in usability, content clarity, and medical insurance satisfaction.
- 2. Visual Communication Campaign Assets – Teaser visuals, handbook covers, and digital posters used during launch periods.
- 3. Instagram Reels – Public-facing content that promoted the flexibility and personalization of the benefits program. (e.g. Reel 1, Reel 2, Reel 3)
- 4. Photos from Total Rewards Roadshows – Capturing employee engagement and direct interaction with Total Rewards professionals across locations.
- 5. Quotes from Employee Feedback – Real testimonials from stay interviews, surveys, and roadshow sessions highlighting increased satisfaction and loyalty.

"I didn't realize how much flexibility I actually had in shaping my benefits—this session made it real."

"This program feels like it was designed for someone like me—I can finally prioritize what matters most in my life right now."

"The platform is much more intuitive than I thought, and it's great that there's something for every stage of life."

"Knowing I can customize my benefits actually made me think twice before considering a job change. I've never had this level of control anywhere else."

These materials validate the program's real-world application, the authenticity of employee engagement, and the measurable success of CCI'm Flex in driving HR transformation. They also support CCI's claim of pioneering a new standard for benefits personalization in its industry and region.

[REDACTED FOR PUBLICATION]

Would you like to add an additional supporting document?

No

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