

Nomination: 9622

IKON

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

Enerjisa Enerji

[REDACTED]

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

IKON

Category

F01 - F80 Solutions, Implementations, and Training Programs or Media > F01 - F50 Solutions & Implementations > F43 - Self-Service HR Solution - New or New-Version

Solutions & Implementations Submission Format

Written Answers

a. If you are nominating a brand-new product, state the date on which it was released. If you are nominating a new version of an existing product, state the date on which the update was released. If you are nominating an implementation, state the date on which the implementation was completed. Required

Enerjisa initiated the development of IKON in 2018 as an internal communication solution to better connect with its diverse and geographically dispersed workforce particularly blue-collar employees with limited access to corporate communication channels.

From its initial launch to today, IKON has continuously evolved into a comprehensive digital HR and internal communication platform that transforms the daily work experience of Enerjisa's diverse workforce.

In 2025, IKON achieved a rare milestone in the field of Human Resources by becoming a commercial product.

b. Describe the features, functions, and benefits of the nominated product, service, or implementation (up to 350 words). Required

In today's fast-evolving business landscape, digital transformation has become essential not only for operational efficiency but also for enhancing employee engagement and organizational resilience. Research shows that organizations leveraging digital tools for internal communication and workforce management achieve significantly higher levels of employee satisfaction and retention. Recognizing this shift early, Enerjisa initiated the development of IKON in 2018 as an internal communication solution to better connect with its diverse and geographically dispersed workforce particularly blue-collar employees with limited access to corporate communication channels.

At the time, the company faced a critical need to ensure timely, inclusive, and consistent communication across multiple locations and operational structures. Traditional communication methods were insufficient to reach field employees, leading to disengagement, delays, and inconsistent access to HR processes and company updates. As workplace expectations evolved towards greater transparency, recognition, and empowerment, Enerjisa identified the need for a holistic digital platform to centralize internal communication, HR processes, and engagement in a mobile-first environment.

The growing importance of agility, workforce connectivity, and crisis readiness amplified by events such as pandemics or natural disasters further underscored this need. Thus, IKON emerged as a visionary response to the demands of the digital workplace and the Future of Work.

From its initial launch to today, IKON has continuously evolved into a comprehensive digital HR and internal communication platform that transforms the daily work experience of Enerjisa's diverse workforce. Originally developed to bridge communication gaps particularly for blue-collar employees without regular computer or email Access IKON has grown into a holistic, multifunctional solution that centralizes all key HR, communication, and engagement processes within a single mobile-first environment.

Enerjisa's IKON platform stands out as an innovative, employee-centric digital HR and communication solution that goes far beyond traditional tools by embedding agility, inclusivity, and resilience into the organization's culture. Unlike many platforms limited to narrow HR functions, IKON delivers an end-to-end employee experience, integrating communication, recognition, self-service HR processes, surveys, innovation, and crisis management into one seamless, mobile-first application.

c. For the nomination of a product or service, outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable. For the nomination of an implementation, outline the need or problem that was identified, why the solution was chosen, how the solution was implemented, and the results of your implementation to date (up to 350 words). Required

Platform offers multiple interconnected modules:

-Self-Service Hub: Employees can easily manage leave requests, payroll viewing, document generation (work certificates, visa letters), benefits (BES management), and remote work declarations anytime, anywhere reducing paperwork and accelerating processes.

-Communication&Information: Company-wide announcements, crisis communications, CEO livestreams, and event broadcasts ensure transparent and timely information-sharing across all locations, improving inclusivity and agility.

-Recognition&Rewards: Through digital badges and thank-you notes, employees appreciate and recognize each other's contributions. Accumulated badges can be redeemed via partner marketplaces supporting culture of appreciation and motivation.

-Surveys&Feedback: Real-time feedback through customized surveys supports data-driven decision-making on training, wellbeing, and organizational changes.

-Innovation&Ideas: The "Bir Fikrim Var" module enables employees to share innovative ideas, fostering intrapreneurship and continuous improvement.

-Admin&Flexibility: Fully customizable admin panel allows for brand-specific themes, modular content, and dynamic management.

With over 10,000 monthly active users, IKON has become a cornerstone of Enerjisa's digital transformation, enhancing employee engagement, streamlining HR processes, and strengthening resilience in an increasingly digital workplace.

What truly differentiates IKON is its co-creation with employees. Shaped by continuous feedback from both blue- and white-collar employees across Enerjisa's 14 cities and 3 operational regions, platform ensures relevance and high adoption across a geographically dispersed, complex organization. IKON brings the company "one click closer" to every employee, no matter where they work. Its modular architecture and intuitive interface allow easy navigation for all users, regardless of digital literacy, a crucial factor for field workers with limited exposure to corporate tools.

The platform's impact is significant and multifaceted:

-Over 10,000 monthly active users engage regularly across every level and location.

-In 2024, employees exchanged over 982,000 digital thank-you badges, nurturing a culture of appreciation, recognition, and positivity.

-IKON has served as a lifeline during crises, enabling fast, targeted communication and real-time wellbeing tracking during the 2023 earthquake and pandemic.

-The "Bir Fikrim Var" innovation module resulted in 904 ideas in 2024, with 10 implemented demonstrating the power of employee-driven change.

-IKON has also played a transformative role in Enerjisa's cultural transformation journey, contributing to 82% culture alignment within just one year.

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

While transforming the daily employee experience, strengthening internal communication, and driving cultural alignment, IKON has delivered measurable impact across Enerjisa. The platform enabled transparent, consistent communication, played a vital role in crisis management, supported culture change.

In 2025, IKON achieved a rare milestone in the field of Human Resources by becoming a commercial product, a unique success for a solution designed and developed by an HR function within a non-software company. This transition showcases not only Enerjisa's innovative mindset but also its ability to generate business value beyond its core operations.

The platform's first commercial success came when it was adopted by a major 30,000+ employee holding, where it is now implemented across all group companies. This market validation enabled Enerjisa to fully recoup its initial investment in IKON's design and development through a single sale, creating a new revenue stream while continuing to evolve the product further.

IKON stands as a model for how HR-led digital innovation can drive both organizational transformation and commercial success setting a new benchmark for the Future of Work.

Apx1: Video: IKON Launch Video
<https://youtu.be/ORTYhpmqVZI>

Apx2: Video: Testimonials from IKON Users
https://youtu.be/Yel2K-o_ksw

Apx3: Slide Deck: IKON-in-Detail

Apx4: Press Release: IKON goes Commercial
<https://www.aa.com.tr/tr/enerjiterinali/genel/enerjisa-enerjinin-ikon-platformu-sektore-acildi/49309>

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Would you like to add an additional webpage link?

No

Supporting Document

[REDACTED FOR PUBLICATION]

Would you like to add an additional supporting document?

No

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