

Nomination: 9661

THE CENTER OF EMPLOYEE EXPERIENCE AT TURKISH AIRLINES: UP

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

Turkish Airlines Inc.

Mobile Phone Number

+90 537 503 05 47

Additional Contacts

I would also like to have others receive emails about the disposition of our entries.

Page: Entry Information

Entry Title

THE CENTER OF EMPLOYEE EXPERIENCE AT TURKISH AIRLINES: UP

Category

B01 - B67 Achievement > B19 - Achievement in HR Technology

Achievement Submission Format

Written Answers

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

Our journey in the skies, which began in 1933 with "5 aircraft", continues in our 91st year as the airline that flies to the most countries worldwide, with a fleet of over 480 aircraft.

Thanks to our unrivaled flight network, young and modern fleet, and the unique travel experience we offer, we are continuing a success story that transcends continents as Europe's best airline.

Driven by our passion for aviation and a desire to bring our passengers together with extraordinary discoveries, we fly to more than 345 destinations around the world. We open the doors to a larger world for our passengers with our mission to proudly carry the Turkish flag across the globe. Our sky-bound journey, which inspires new experiences and connects people, cultures, continents, countries and cities, continues with more than 35,000 employees, always aiming for the top.

In line with this vision, at Turkish Airlines, we uphold a human resources culture that enhances the quality of life for our employees, supports productivity, is based on competence, prioritizes communication, and is sustainable. By integrating digitalization into our processes, we continue our efforts with a focus on recruitment, recognition, and training—prioritizing employee experience and strengthening our employer brand.

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

We redesigned UP, our internal communication mobile application developed to simplify the daily lives of our employees, as a super app in 2024 by completely revamping it to adapt to new technologies, enhance the user experience and increase interaction.

The new version of UP, which serves over 60.000 employees of Turkish Airlines and its %100 subsidiaries, supports our digital transformation goals and increases employee satisfaction by enabling our employees to access information, increasing internal interaction and simplifying daily tasks. This large-scale and comprehensive upgrade represents a benchmark transformation in the realm of internal digitalization.

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**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

In a sector like aviation—characterized by high operational intensity, a large workforce, and constant variability—we have introduced a multifunctional, user-friendly mobile platform designed to simplify our employees' daily lives. The renewed version of UP is not just a technical update; it stands as a tangible representation of Turkish Airlines' vision for digitalization and agility.

While similar platforms in our industry are often limited to internal communication functions, UP is an end-to-end employee super application.

Previously, accessing information or completing administrative tasks required navigating multiple systems manually. Now, all of these processes can be completed with a single tap through UP. 9 systems, 17 modules are now accessible through UP. [REDACTED]

Therefore, the restructuring of UP is not just an application update; it is an innovative and strategic digitalization project that transforms the employee experience and sets an example for the entire industry.

**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**

1st Attachment is Up promotion video.

2st Attachment demonstrates how an employee of Turkish Airlines spends their day on UP.

## Webpage Link

**Would you like to add an additional webpage link?**

No

## Supporting Document

[REDACTED FOR PUBLICATION]

**Would you like to add an additional supporting document?**

Yes

### Supporting Document 3

No File Uploaded

**Would you like to add an additional supporting document?**

No

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