Nomination: 9769

SunSET AI Goal Assistant

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

SunExpress Airlines

Mobile Phone Number

+90 533 210 61 60

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

SunSET AI Goal Assistant

Category

B01 - B67 Achievement > B31 - Achievement in Performance Management

Achievement Submission Format

Written Answers

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

In a rapidly evolving aviation industry, agility, clarity, and alignment have become mission-critical. However, traditional goal-setting processes are often disconnected, time-consuming, and lacking strategic focus especially in large, matrixed organizations. Managers spend hours drafting, revising, and aligning goals across teams, while employees struggle to translate corporate objectives into their daily work.

Studies show that companies aligning individual goals with business strategy are twice as likely to outperform peers in revenue growth(Gartner), and their employees report 3.6 times higher engagement(LinkedIn). And a McKinsey study states that ompanies with clearly defined and cascaded goals see a 20-25% increase in employee productivity.

While most performance management systems help track employee goals, few offer support for setting them effectively. In global surveys, only one in three employees say their goals are aligned with the organization's strategic direction, and even fewer say their goals feel meaningful.

SunExpress identified this gap in its talent development processes, particularly during annual goal-setting periods. To address it, the company launched SunSET AI, an AI-powered goal-setting assistant that transforms the goal definition phase into a guided, intelligent process.

With this vision, SunExpress reimagined its goal-setting approach not just to improve individual performance, but to strengthen strategic alignment across the company.

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

SunExpress launched SunSET AI in 2024, a next-generation goal-setting assistant designed to help employees set smarter, more strategic goals in less time, powered by artificial intelligence. SunSET AI was designed based on user pain points and performance development needs.

SunSET AI pulls structured data from three core systems:
-the last two years' performance goals & KPIs,
-employees' current job descriptions,
-and the company's strategic objectives.

Using natural language processing and custom-built logic algorithms, the tool suggests relevant, tailored goals for each employee. Users can choose, refine, or rephrase suggestions with just a few clicks, making the process more intuitive and less time-consuming.

The initiative reflects SunExpress's broader digital transformation vision leveraging intelligent automation not just to save time, but to turn strategy into action. With proven business impact and strong adoption across departments, SunSET AI marks a new era of goal setting: faster, sharper, and smarter.

The assistant integrates seamlessly with the company's existing talent management platform and offers features such as goal-quality checks, keyword suggestions, and real-time alignment scoring. Managers can also view goal suggestions for their team and approve or adapt them accordingly.

What sets SunSET AI apart is its ability to combine automation with strategic alignment. It doesn't just digitize goal input it elevates the process with intelligence. Platform enables consistent goal language across teams, drives clarity on expectations, and aligns individual output with company priorities.

Designed to scale, SunSET AI supports a diverse workforce and accommodates different role types across the organization ensuring consistency without sacrificing personalization.

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

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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

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Would you like to add an additional supporting document?
Yes

Supporting Document 2

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Would you like to add an additional supporting document?
No

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Terms and Conditions

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