

Nomination: 9788

Retail-Xperience

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

Mobile Phone Number

[REDACTED]

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Retail-Xperience

Category

F01 - F80 Solutions, Implementations, and Training Programs or Media > F52 - F74 Training Programs or Media > F72 - Training for Social Impact

Training Programs or Media Submission Format

Written Answers

a. If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released. Required

Retail-Xperience is launched with the purpose to help young talents learn about the energy industry and green energy in 2024.

b. Describe the features, functions, and benefits of the nominated program or media (up to 350 words). Required

Enerjisa is one of Turkey's largest energy companies, operating across electricity generation, retail, and distribution. Its Retail companies serve millions of customers with a focus on digitalization, customer centricity, and sustainability. Yet despite this future-oriented vision, employer branding research in early 2024 revealed a significant perception gap: university students perceived Enerjisa as formal, conventional, and disconnected from career aspirations and values of younger generations.

This perception gap had direct consequences. Applications to Retail-X, the company's long-running young talent program, remained below expectations. Broader social trends further worsen the issue: 71% of Gen Z in Turkey consider moving abroad for better career opportunities (EY, 2023), and many still view the energy sector as static, hierarchical, and unappealing.

To address this gap, Enerjisa Retail launched Retail-Xperience, a purpose-built initiative designed to educate, inspire, and reframe perceptions. The program delivers a bold message to young talent: "The energy sector is transforming and there's a meaningful, future-focused career for you here in Turkey."

Retail-Xperience is an in-person, immersive experience day designed by Enerjisa Retail to connect university students with the energy world in a way that feels engaging, modern, and relevant. Rather than going to campuses, the company invites selected students to its corporate headquarters in Söğütözü, Ankara offering them an exclusive, behind-the-scenes experience of what it's like to work at the heart of the energy transition.

Held at Enerjisa's offices, each full-day event includes inspirational talks by senior leaders, interactive sessions with young employees, and behind-the-scenes access to business units. Participants engage in group discussions, explore real case examples, and get hands-on exposure to the company's customer-focused innovations and sustainability efforts. The program creates space for open dialogue where students can ask candid questions about careers, company culture, and the energy industry.

From the moment they step into the building, the experience is designed to shift perceptions from traditional and rigid to inclusive, fast-paced, and purpose-driven. Students leave with a clearer picture of how Enerjisa operates, what roles they could play, and why the energy sector is full of forward-looking opportunities.

c. 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. (up to 350 words). Required

Retail-Xperience was launched in May 2024, and due to high demand, seven editions were successfully completed within the first year. Each wave brought together carefully selected participants from leading universities across Turkey. The event has become a signature touchpoint in Enerjisa's early talent strategy bridging the gap between awareness and aspiration, and repositioning the company in the eyes of the next generation.

The Retail-Xperience program has delivered multidimensional impact, aligning strongly with all of its original goals:

Raising Awareness of the Energy Sector Among Youth: The program effectively introduced university students to the energy sector, particularly sustainable energy. A total of 824 students applied and 246 of them attended the events exploring career possibilities in green technologies. Participants experienced Enerjisa's Energy Tunnel, an interactive exhibition space that showcased renewable energy systems, smart grid innovations, and sustainability practices. This hands-on approach enhanced their awareness of green energy, while also encouraging interest in the energy transition as a national priority. After each individual event, number of ad hits doubled, finally reaching to 20.000+ young talents.

Talent Acquisition Impact: Retail-Xperience served as a direct feeder into Enerjisa's talent pipeline. Following the program, applications to the 2025 Retail-X Young Talent Program doubled. The dropout rate between registration and attendance remained impressively low, countering typical trends of almost 50% dropout in similar events. The program created a strong sense of commitment and anticipation among participants.

Employer Brand Transformation: In the 2024 "Most Attractive Employers" study, Enerjisa advanced 28 places in Business/Commerce, 6 in Engineering/IT, and 38 in Natural Sciences—reversing earlier declines. In another national study by Realtal, Enerjisa ranked 28th overall and 1st in the energy sector, showing a major shift in employer perception.

Sector-Wide Reputation Boost: Energy's appeal among students rose from 9% in 2023 (20th) to 12% in 2024 (14th). Retail-Xperience helped reframe the energy sector as youth-driven, innovative, and aligned with purpose-led futures.

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

Retail-Xperience is more than a youth engagement campaign, it is a strategic response to a multi-layered challenge: shifting employer brand perceptions, attracting high-potential talent, and repositioning an entire industry for future generations. In doing so, Enerjisa did not rely on conventional messaging or symbolic gestures. Instead, it built an authentic, content-rich, and scalable platform that speaks the language of today's youth.

The initiative's short-term impact has already exceeded expectations: awareness levels increased, employer brand rankings significantly improved, and the company's talent funnel doubled in volume. More importantly, Retail-Xperience has become a repeatable model, with seven successful editions delivered in just over a year demonstrating operational agility and long-term potential.

As the energy sector faces pressing sustainability challenges and growing talent gaps, programs like Retail-Xperience offer not just communication, but transformation. By turning curiosity into connection, and interaction into impact, Enerjisa has laid the foundation for a future where energy careers are not only relevant, but aspirational.

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No

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