



Turkcell Creates Mobile Platform to Reach Wide Audience

Turkcell
Best Advance in Mobile Learning Technology
February 2017



Company Background



Company At-a-Glance	
Headquarters	Turkey
Year Founded	1994
Revenue	TRY3.4 billion as of June 30, 2016
Employees	16.000
Global Scale	Turkcell Group companies serve 66.5 million subscribers in nine countries – Turkey, Ukraine, Belarus, Northern Cyprus, Germany, Azerbaijan, Kazakhstan, Georgia, Moldova
Customers/Output, etc.	Turkcell is a converged telecommunication and technology services provider
Industry	Telecommunication
Stock Symbol	BiST: TCELL and NYSE: TKC.
Website	www.turkcell.com.tr

Value Proposition

Turkcell, a leading communications and technology company in Turkey, offers converged services to 34.5 million subscribers. The company’s corporate university, Turkcell Academy, is responsible for training 50,000 employees, distributors and partners to serve people on a continuously-changing mix of products and services. Half of these people have no stationary office as their work is mobile and so is their communication.



In the competitive environment of the industry, learning and development has to be instantly available and accessible anywhere and anytime in order to assure that everyone has the latest information to serve customers.

The company has been using an LMS to deliver eLearning since 1999, but Academy leaders realized that eLearning available via computer was inadequate to fully satisfy the need to offer training anytime, anywhere on mobile devices.

Akademim Mobile App, part of Turkcell Academy Corporate LMS, has new technology to address business needs with high-quality content over mobile browsers and support continuous development of staff independent of time and place:

- **Content.** Most content is produced in-house because it must address specific Turkcell technology. The corporate academy needed an easy-to-use design and delivery tool to convert content for use on various types of mobile phones for learning.
- **Various Service Channels.** Employees working on customer service channels needed product knowledge delivered just in time over mobile browsers as they are handling on-site challenges for customers.
- **Periodical Exams.** Monthly, quarterly and annual exams are executed for all customer service channels and particularly for certification. The company needed a rapid exam tool that also would track and report users learning progress. The LMS provides advanced reports, and the company needed the new mobile technology to contain such analytics and tracking tools.
- **Website Infrastructure.** The company developed a mobile website with infrastructure that supports such platforms as Kaltura for video.
- **Reporting.** The mobile learning app Akademim provides analytics and tracking tools to support continuous development of staff independent of time and place.

Product or Program Innovation

The most important priorities of Turkcell Academy are:

- Providing a unique customer experience to its customers.
- Serving as a leader to the technological transformation of Turkey.
- Growing with the new innovative business.
- Adding value to people's lives through technology.



When the business needs were identified, Turkcell Academy leaders reviewed contemporary trends, led employee focus groups, and decided that mobile learning would be the most appropriate solution to serve as a complimentary tool to other types of training.

Akademim can be offered by itself or blended with classroom training by providing pre-tests and pre-work or refreshers.

The mobile app's complex technologies integrate smoothly and flexibly, yielding a learning product that gives the company a competitive advantage in the market. Development and integration of different platforms and systems such as the Kaltura, SCORM, iOS, Android, and HTML made the mobile learning solution possible. Besides the technology and the product, Turkcell Academy team's knowledge about development programs and content generation supports the competitive advantage. The Technology R&D team designed the technology and integrated it.

The Akademim Mobile App is not only provided to the people who work within Turkcell's personnel ecosystem but also to customers. Anyone with a problem or question regarding the gap can get support from Turkcell channels such as the call center that is available 7/24.

Usability and simplicity is an absolute must for such a mobile service and that's where Turkcell Technology team delivered proficiency. Turkcell offers various mobile applications and services such as TV, music, instant messaging, cloud storage and eBook. Downloads number more than 32 million. In designing the app, the Technology team emphasized usability and simplicity. These properties are verified with customer surveys, and the team continuously seeks to improve it.

Satisfaction and effectiveness of trainings are evaluated monthly. Feedback led the Academy team to provide a monthly list of new action on products and new training available.

Turkcell leaders consider the Academy's mobile learning app a training strategy rather than just a delivery method. Thus, the L&D team measures success based on business results.



Unique Differentiators

Users can access the Turkcell Academy Mobile Learning Program through any smartphone via native iOS and Android mobile apps or mobile browsers.

Turkcell Academy's mobile learning also eases the training process for participants, who can access training or exams by clicking the link sent via SMS or e-mail to their mobile devices. Thus, they have training and development opportunities independent of time and space and can improve their capabilities anytime, anywhere. Moreover, participants can track their status on assigned training, deadlines, and previously completed trainings.

The new technology also enables the Academy team to easily prepare mobile courses, exams and questionnaires. User management on the LMS is easy to us; the platform allows detailed tracking and can reporting responses simultaneously.

On the mobile training platform, admin users can:

- Design trainings and exams.
- Add multimedia objects, including pictures, videos, MS PowerPoint presentations and SCORM content.
- Manage participants' usage.
- Send training or exams to users.
- Report user interactions, training processes and exams results.
- Track the trainings.
- Upload content easily using the Turkcell Academy LMS.
- Produce reports with such details as start date, end date, completion date, complete/incomplete data, exams score and completion percentage.
- In addition to being assigned courses, participants can pull trainings from Turkcell's large catalog for their own continuous learning.
- The platform is so user friendly that a new training and development staff member with no design or development competencies can learn how to manage the system in a half hour.

The Academy team also created a new source of income for the company by giving Turkcell's corporate customers the ability to use its LMS to deliver mobile training and manage, monitor and report on talent development activities among their employees.

More than 2,500 courses and certificate programs are available in the LMS and, thus, on mobile devices. Subjects include English, Information & Mobile Technologies, Economics & Finance, Innovation & Entrepreneurship, Human Resources, Operation & Project Management, Marketing, Sales, Competency & Career Management, Management & Leadership. These categories are defined based on general need in the market and Turkcell's proficiency in employee training.

Measureable Result

Training has become more effective with the support of Akademim Mobile App for employees, distributors and partners and has direct impact on Turkcell's sales performance.

The Academy team has learned:

- For any new practice design, needs analysis is the crucial success factor. Knowing what is needed means having an opportunity to design it.
- Time should be given to participants for accepting changes on training methods.
- Investing in collaboration contributes to success of the resulting product.
- Continuous development is crucial. Designing and implementing the product and leaving it to sit will never be enough for success.
- When training is aligned with your company's goals, senior management supports it.
- Turkcell Academy Mobile Learning Program's has become an effective and influential tool. The company now has a way to train widely spread personnel. In addition, more than 40 corporate customers are using Turkcell's mobile learning platform.
- Turkcell Academy Mobile Learning satisfies the interests of the organization by:
- Having continuous development opportunities available for all staff, including those in the field.
- Enabling training and development anytime, anywhere through mobile devices.
- Increasing the speed of design and deployment of new courses.
- Reducing training and development costs.
- Carrying company's leadership on technology innovation to training and development, strengthening the company image.



From the employee side, the company has a relatively young population, most from Generation Y who have grown up with computers, game consoles and electronic equipment and prefer to use technology for training and development. They prefer learner-centric development and interactive training whenever and wherever they need or want it.

Turkcell Academy Mobile Learning has proven to effectively and appropriately meet the needs of the widely-spread, targeted population:

- Mobile learning gives customer service staff members the opportunity to have their training where they are working, without the need of any additional equipment.
- Employees have a large catalog available of training available on the mobile learning platform.
- The mobile learning platform radically increases the speed of spreading new information.
- Turkcell Academy Mobile Learning has meant remarkable savings on time and budget.
- The training is free for the target audience.
- The platform has a highly-developed evaluation tool (quizzes, surveys, etc.).
- The easy access and use enabled seven times more people to receive/open the training when assigned to Turkcell Academy Mobile Learning compared to training assigned through standard/traditional methods in the past.



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