

## Enerjisa Üretim's BilBot Quickly Finds Answers to Work-Related Questions

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Best Approach to HCM Innovation

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### Company Background

# ENERJISA ÜRETİM

Company-at-a-Glance	
Headquarters	Istanbul, Turkey
Year Founded	1996
Employees	833
Global Scale (Regions that you operate in or provide services to)	Turkey, Hungary, Serbia, Bulgaria, Greece, Georgia
Customers/Output, etc. (Key customers and services offered)	Electricity production and energy (power and gas) trade
Industry	Energy
Website	<a href="https://www.enerjisauretim.com.tr/hakkimizda/enerjisa-uretim-santralleri/sirket-profil">https://www.enerjisauretim.com.tr/hakkimizda/enerjisa-uretim-santralleri/sirket-profil</a>

**Budget and Timeframe**

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Overall budget	45.000 TRY
Number of (HR, Learning, Talent) employees involved with the implementation?	3
Number of Operations or Subject Matter Expert employees involved with the implementation?	3
Timeframe to implement	4 months
Start date of the program	20.04.2020

**Value Proposition**

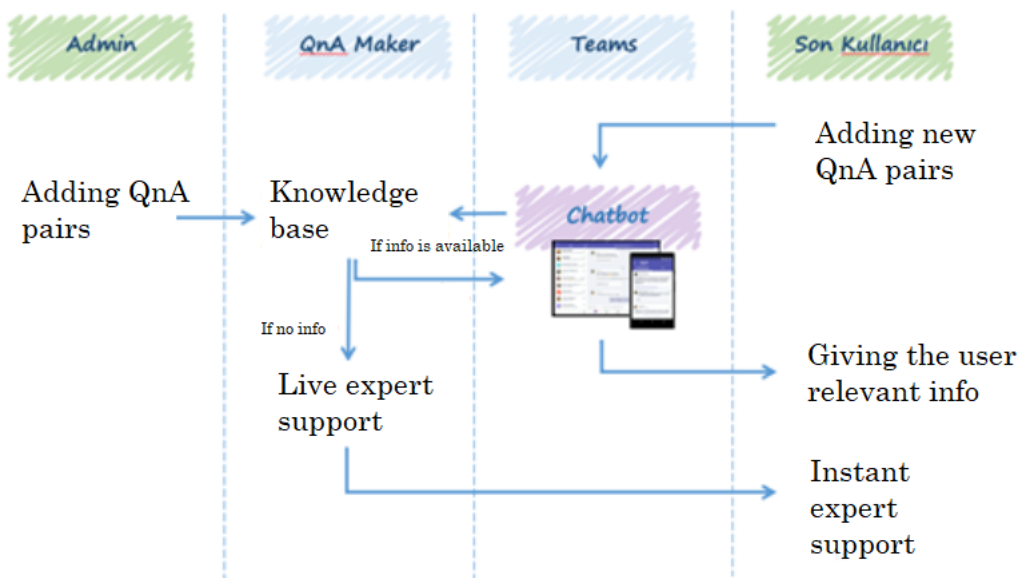
Enerjisa Üretim plants are located in mostly in rural areas in Turkey. Prior to development of BilBot, employees both in 21 power plants in different locations of Turkey and in central office in Istanbul, had difficulty getting quick answers to their work-related questions. The amount of these questions was very large and getting an answer took around 2 days. With the development of BilBot, a knowledge base was created and BilBot can answer various questions under 10 seconds, then employees asking the questions may choose to connect with an expert for their issue if they wish to do so. This solution increased the internal customer satisfaction, as they get their answers quickly, and it reduced redundant workload, while increasing meaningful and necessary interaction between HR experts and employees.

## Innovation

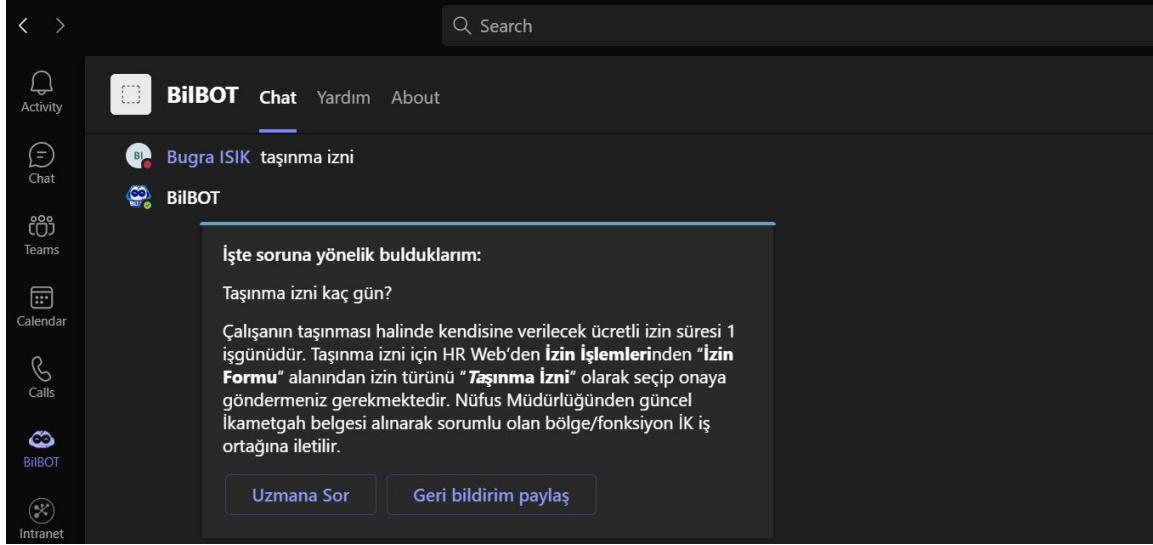
Development of BilBot was done by using Microsoft Azure Cognitive Services. Azure chat bots are trained with QnA pairs and after training they can understand natural language and use it when answering questions. Deployment of BilBot on Microsoft Teams grants employees from 21 power plants easy access. BilBot allows all internal customers to retrieve critical information from HR experts, while eliminating redundant work with the creation of knowledge base. It is also innovative as when the existing knowledge base falls short of answering questions, it allows internal customers to connect directly with the relevant expert. BilBot is updated and trained regularly with the incoming questions, and it stays current. BilBot is also used for procurement queries, and it is able to get and give information on procurement tickets.

## Visual Overview

How BilBot operates:



Asking a question and getting an answer on BilBot:

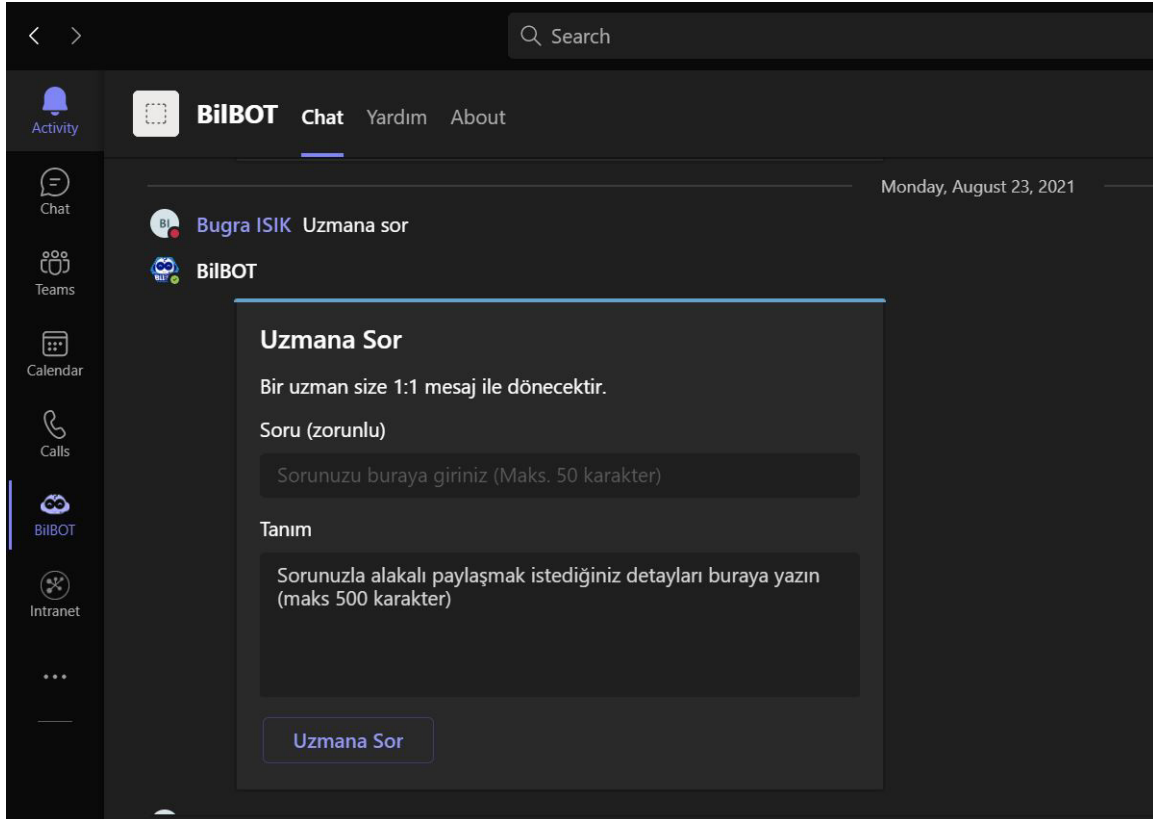


The screenshot shows the BilBOT chat interface. The chat window is titled "BilBOT Chat Yardım About". The chat history shows a message from "Bugra ISIK taşınma izni" and a response from "BilBOT". The response text is:

İşte soruna yönelik bulduklarım:  
Taşınma izni kaç gün?  
Çalışanın taşınması halinde kendisine verilecek ücretli izin süresi 1 işgünüdür. Taşınma izni için HR Web'den **İzin İşlemlerinden "İzin Formu"** alanından izin türünü "**Taşınma İzni**" olarak seçip onaya göndermeniz gerekmektedir. Nüfus Müdürlüğünden güncel İkametgah belgesi alınarak sorumlu olan bölge/fonksiyon İK iş ortağına iletilir.

Below the text are two buttons: "Uzmanla Sor" and "Geri bildirim paylaş".

Asking to an expert:

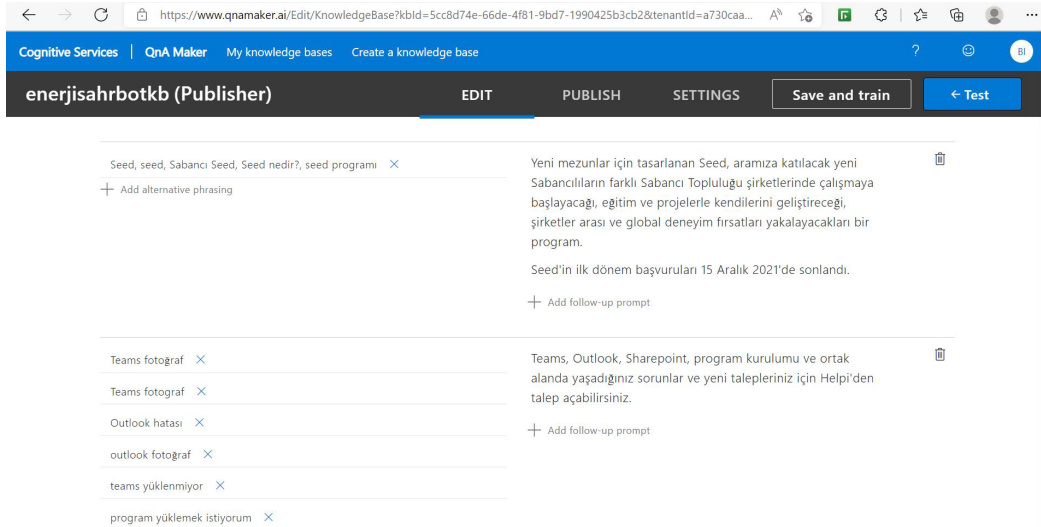


The screenshot shows the BilBOT chat interface with the "Uzmanla Sor" (Ask an Expert) form open. The chat window is titled "BilBOT Chat Yardım About". The chat history shows a message from "Bugra ISIK Uzmanla sor" and a response from "BilBOT". The response text is:

Uzmanla Sor  
Bir uzman size 1:1 mesaj ile dönecektir.  
Soru (zorunlu)  
Sorunuzu buraya giriniz (Maks. 50 karakter)  
Tanım  
Sorunuzla alakalı paylaşmak istediğiniz detayları buraya yazın (maks 500 karakter)

Below the text is a button: "Uzmanla Sor".

## QnA pairs on Microsoft Azure Cognitive Services Knowledge Base:



## Measurable Benefits

There are more than one hundred QnA pairs in BilBot knowledge base, which were used to answer 830 HR related questions in 2021. Development of BilBot reduced the answer length from 2 days to less than 10 seconds, which caused vast satisfaction to increase for internal customers of HR, while totally eliminating redundant HR effort and reducing time spent on answering questions by 80 percent.

New employees get oriented more rapidly as they can ask as many questions as they want and get all the information they need as soon as they start their job.

## Overall

BilBot project demonstrates that digitalization and innovation can bring massive benefits for HR when used correctly. Internal customer satisfaction can be increased with the use of current technologies while also reducing unwanted HR workload without decreasing meaningful and necessary interaction between HR experts and internal customers. Procurement started to use BilBot for procurement queries, while IT and other functions started adding new QnA pairs relevant for their domain to give instant info to end users.

## About Brandon Hall Group

With more than 10,000 clients globally and 28 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.



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