



# Digital-First Wellbeing Revolution: How Turkcell Global Bilgi's 'HRWithYou' Program Elevated 15,600 Employees

Turkcell Global Bilgi

Best Benefits, Wellness and Well-Being Program

November 2024



## Company Background



Company-at-a-Glance	
<b>Headquarters</b>	<b>Istanbul</b>
<b>Year Founded</b>	<b>1999</b>
<b>Revenue</b>	<b>241,1 Million USD (FY 2023)</b>
<b>Employees</b>	<b>15.600</b>
<b>Global Scale (Regions that you operate in or provide services to)</b>	<b>Turkey and Ukraine</b>
<b>Customers/Output, etc. (Key customers and services offered)</b>	<b>(Customers) Turkish Airlines, Turkcell, P&amp;G Turkey, BP, Coca-Cola (Services) Digital Services, Customer Care, Customer Experience Design, Sales, Collection</b>
<b>Industry</b>	<b>Business Process Outsource / Customer Experience Center / Contact Center</b>
<b>Stock Symbol</b>	_____
<b>Website</b>	<a href="http://www.globalbilgi.com.tr">www.globalbilgi.com.tr</a>



## Budget and Timeframe

Budget and Timeframe	
Overall budget	350.000 USD
Number of (HR, Learning, Talent) employees involved with the implementation?	15.600
Number of Operations or Subject Matter Expert employees involved with the implementation?	(Insert text here)
Number of contractors involved with implementation	----
Timeframe to implement	3 Months
Start date of the program	23.01.2023

## Fit to the Needs

Turkcell Global Bilgi's vision is "**Providing Unique Digital Experience to its Customers and Employees**". As a company, we take firm steps forward with our vision, goals and values (We Exist for Our Customers, We Think Digital, We Are Good Together), while we address all our working dynamics with a focus on continuous improvement with our digital experience vision and agile transformation agenda.

In order for our colleagues to be **successful** and happy, we attach importance to being with them with programs that support their well-being, and we work to continuously improve our systems and processes with our unique employee experience focus. With our employee experience journey project #HRWithYou, we aim to improve the life experience at Turkcell Global Bilgi and contribute to the work and private lives of our colleagues with our different practices. We meet under the same roof on this enjoyable journey and as we say in our most important value, we say **#birlikteiyiz!** (we are good together. )

We want our colleagues to be able to access all their questions with a single click while working from the office, hybrid or remotely, and continue to enjoy the journey with us at full speed. We call **HRWithYou** to all our colleagues at Turkcell Global



Bilgi with our autonomous career in the Vuca world, "Harmony" working model, training & development programs, agile cultural and digital transformation, and different applications that support well-being.

In parallel with the significant increase in the rate of remote and hybrid working in our company, we observed the need for new strategies regarding customer needs, team management and efficient working. Harmonizing customer and business needs with the new working model, providing fast, effective solutions, acquiring employee-scale skills, enabling employees and leaders to adapt to the new working world, to see their place in the whole, to understand the importance of the outputs of their work, brought the need to re-plan the employee experience from start to finish and to focus on well-being.

We quickly adapted to the dynamics of the new working world thanks to our "Harmony Working Model" project, which includes "Hybrid", "Remote" and "From Office" working models and full-time, part-time and partial working options.

In order to be able to say "**HRWithYou**" and realize the project, it was important for us to embrace the innovations brought by working with "Harmony" faster and to maintain our goal of raising employee engagement and well-being to a higher level.

We have reviewed all our processes from end to end. We have implemented our **HRWithYou** project, in which we address all the processes that our colleagues will take part in from the first moment they apply for a job throughout their working life at Turkcell Global Bilgi, in 5 steps, saying that as Human Resources, we are always with you. In each of these steps, we took care to support the mental, physical and mental health of our colleagues.

In summary, we have categorized our employee journey in the following five steps:

1. Application
2. Recruitment and orientation
3. Training and Development
4. Career
5. Life in Global



**global bilgi**

**7580**  
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**globalbilgiliyim**

**1 BAŞVURU**  
Bize her türlü kanaldan ulaşabilir, Global Bilgi Ailemize katılmak için ilk adımı atabilirsiniz. Başvurudan ve ilk adımı attıysanız, bundan sonrası bizde.  
Yaptığımız kariyer danışmanlığıyla doğru bilgi ve destek için her zaman yanınızdayız.

**2 İŞE GİRİŞ & ORYANTASYON**  
İşe alın süreci stresli geçer derler. Birkaç denemeler bizde sürecin her adımıyla bilgilendirilirsiniz. E-maillerini takip etmeyi unutma :)  
Türkiye'nin dört bir yanındaki lokasyonlarımız ve Home Agent gibi farklı çalışma modellerimiz ile sana uygun bir iş mutlaka vardır...  
Ve işte o beklenen teklif geldi. Haydi başlayalım ?! Biz de en az senin kadar heyecanlıyız :)

**3 EĞİTİM ve GELİŞİM**  
Arık Global Bilgi Ailesinin bir parçası olarak aramızdasın. Bu işi nasıl yapacağım diye merak etme.  
Global'e İlk Adım Programımız ile mesleki gelişimini destekleyerek başarıyoruz :)  
Global Bilgi'deki yolculuğun boyunca kişisel ve mesleki gelişimin için eğitim programlarımızla sürekli devam ediyoruz.

**4 KARIYER**  
Gelişiyorsun, öğreniyorsun, uyguluyorsun. Arık profesyonel müşteri temsilcisi olarak bir Global Bilgi'lisin ve Kariyerin için önünde fırsatların var.  
Uzman ya da TL olmak üzere neler yapabilirsin, hangi yolu izlemelisin hadi bi bakalım.

**5 GLOBAL BİLGİ'DE HAYAT**  
Ailemizde olmanın ayrıcalıklarına yaşayacağın bir dünya seni bekliyor  
GB♥SEN! İlgilenen olduğun bir paylaşım giriyorsun, mutlaka içinde seni mutlu edecek bir şeyler vardır :)  
Keyifli ve Zinde Sen için @globalbilgiliyim hesabımızı takibe almanın tam zamanı.  
GB♥SEN'i takipte kal...

**#buradakariyervar**

**globalbilgiliyim**

**Yüksek İrtifa**

**Müşteri Deneyimi**

**GLOBAL BİLGİ'DE HAYAT**

**SPORT**

**TURKCELL GÖZLÜKLER**

**globalim**

**GB♥SEN**

While designing the employee journey, we aimed to contribute to the emotional, mental, physical, social, professional and financial well-being of our colleagues. By developing programs that will serve to embrace the Global Conscious spirit at every step of the employee journey, we ensured that our colleagues are part of the happy employee experience. In this way, we have implemented the well-being program that we blended with our employee journey with a holistic perspective.

- 1. Career well-being** – In the programs we include in career and education steps, we created the awareness **#buradakariyervar!** In addition, we created career maps that will contribute to their professional competencies. We made all our friends who want to take direction in their careers feel that we are with them to answer their questions with the career support line and we defined focus programs, training sets, certificate programs that they can access with a single click through our digital solution Globalim on this pleasant journey. While opening new doors in our careers, we reached the joy of discovery by setting off and being on the road." We said, "Take the road-discover-advance GlobalBilgili! because we saidHRWithyou". We increased our internal transition promotion rate to 40% for 2023.
- 2. Social well-being** – We created social club enjoyable you, happy you programs with the motto **#we are better together**. We explored places we have never been to in both online and face-to-face meetings, and added new ones to our memories with theater, concert and art activities. We organized meetings where we could come together with our colleagues on



a regular basis with manager meetings, live broadcasts, team meetings, ambassador meetings, HR meetings, and we were as far away as a phone call to our colleagues with HRwithyou with our call center, which we put live with the name #ikseninle, where they can reach human resources at any time. And we always asked: How are you Global Bilgili? ... We were happy to hear the voices of our colleagues again with our How are you Global Bilgili application.

3. **Financial well-being** – We focused on the financial well-being of our colleagues with our programs within the steps of Training and Development, Career and Life at Global Bilgi, superIZ awards, seniority gifts, holiday bonus packages, discount agreements with 39 famous brands exclusive to Global Bilgi, and make a wish. We wanted our colleagues to remember the Global Bilgi family. 1,623 colleagues received superIZ awards in 2023 and left super traces in our memories. We completed our work to ensure that 15,316 people will receive a bonus of TL 10,000 on Ramadan 2024.

4. **Physical well-being** – With our #zindesen program, we became one heart in our online sports activities, in-company and out-of-company sports tournaments. We threw out our energy together, we collected it together.

5. **Social well-being**

From the first moment they stepped into Global Bilgi until the end of their journey, we have become a single identity in our corporate culture with our three values “**we exist for our customers**”, “**we think digital**”, “**we are good together**”, which make up our corporate culture, and we wanted to touch the sense of belonging of our colleagues in three different stages in the fifth step of the employee journey in the category of "Life at Global", more agile thanks to the convenience provided by GB Loves u, HR Call Center, and our digital solution Globalim application.

## Design and Delivery

It was important for us to work efficiently with remote, hybrid and office working models, to achieve business goals, to align on the path to the company vision, and to make our employees feel #HRWithYou at every moment. For this:

First of all, we focused on increasing the rate of remote working for company financials and business results. We succeeded in making remote working attractive with the practices we implemented under our **#HRWithYou** brand. The



rate of our employees in remote and hybrid working models has reached 78% today

We have renewed our systems and processes under five main headings: Application, Recruitment and Orientation, Training & Development, Career and Life at Global Bilgi. We have launched new applications. While our remote employees find online training and development opportunities at home, we contribute to their development and support them with our Customer Experience, High Altitude, Expert at Work, Leadership programs, Focus, Future, Artificial Intelligence training sets.

With our autonomous career application #buradakariyervar, our colleagues can now manage their careers themselves and plan their development journey with career coaching. We are proud to see our colleagues in different positions with internal promotions after their trainings and we do not leave them alone with our promotion box gifts.

While they have the opportunity to socialize by participating in the events organized by the Sport Club, Social Club and Hobby Club, they can find answers to all their needs with our globalim and İK Seninle digital employee experience platform.

Our applications have been supportive in our colleagues' remote and office working models and have been instrumental in common sharing. The positive impact of the applications we implemented with HRWithYou on our colleagues was quite high both in employee satisfaction and loyalty and in achieving company strategies.

We say #HRWithYou under 5 different titles in total, from the design of processes that our candidates who want to join our Global Bilgi family can access through all channels to our recruitment and orientation practices, from our training and development programs where they can improve their competencies to our #buradakariyervar practices where they can climb the career ladder quickly and enjoyably, and the services we offer to our colleagues with the concept of "Life at Global Bilgi" that includes all these

## **1. APPLICATION**

We care that our colleagues who want to continue their careers in the Globalim world and who have just joined our family start their journey with positive experiences. For this, we strive to witness the big smile of our colleagues from the application and evaluation process to the recruitment and orientation process.

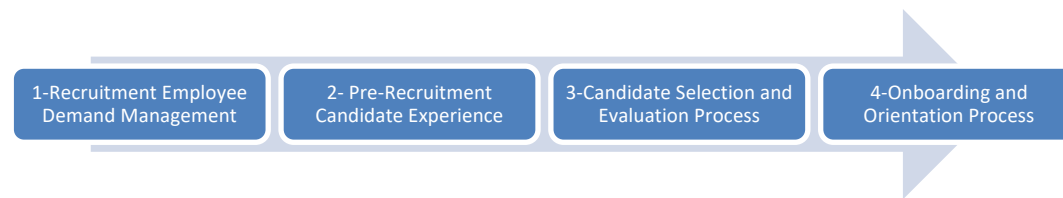


That's why we redefined the employee experience from the job application step with our #HRWithYou application.



We make employee requests in parallel with the recruitment plans through our digital platform **globalim**, and we follow this process end-to-end through the system until the recruitment process is completed. We redesign all our advertisements according to Harmony. We apply for candidates digitally and manage the entire process such as personality inventory applications, foreign language tests, technical tests, case studies & role play studies remotely and with digital tools. We carry out all the testing and evaluation processes of the candidates applying for the advertisements through online evaluation tools. We make the first criteria evaluation in the process using the Digital Assistant. We share process feedbacks and test results online.

When we look at the 2023 outputs, the score of the survey opened to measure the experience of the candidates is 4.7/5; a total of 2.487 candidates participated in our survey in the last 1 year.



## **2. RECRUITMENT AND ORIENTATION**



We make the offers and recruitment processes of the candidates who are evaluated positively in the Recruitment process in digital environment through globalim channel. We include our recruited colleagues in the Digital Orientation Program, which will support them to get to know the company culture and organization, learn the applications used and





experience the tools that will ensure rapid adaptation to work. In order to ensure the adaptation of our colleague to the job, we select a senior teammate (White Shadow) among his/her Manager, HR Business Partner and teammates and include him/her in the orientation process for 1 month. In this way, we stand by our colleague throughout their experience.

In the GPTW survey, the question "Employees are welcome here" is one of the highest scores, rated **97/100** by employees. In employee experience surveys, we also follow process experience with a score of 4.5/5 in orientation, white shadowing and leaders' evaluation at the start of the job in the evaluation of 1.400 people in 2023 Q1.

In addition to the friendly approach of our Recruitment teams during the orientation period of the employee, we fulfill the following through our Human Resources teams after the employee starts work:

- We call the employee "Welcome!" and share the happiness of his/her new job start.
- We send the employee a "Welcome Package" with surprise gifts that he/she can use when she starts work.
- On the day the employee starts work, we accelerate his/her adaptation process to his/her team with our "Manager and Team Meeting Program" and make him/her feel that we are with him/her with the motto of happy employees.

### **3. EDUCATION AND DEVELOPMENT**

We understand the initial excitement of our new colleagues joining us in the Global Bilgi family and we say #HRWithYou with our team of experts in Training and Development, which we have identified as the 3rd step of our employee journey with our orientation programs that we define in the digital environment that will ensure their rapid adaptation to the processes that will carry them forward, our Focus Programs that will guide them in planning their career maps after gaining experience, our Certificate Programs that support their expertise development.

**Customer Experience Development Program:** We run various programs designed to support the professional and expertise development of employees working as Customer Representatives in Call Centers, including certificate programs, interactive learning activities and learning journeys







to support their personalized expertise. Through these programs, employees receive certificates and badges and their job adaptation increases. The Customer Experience Certificate Program was completed by 90% of Customer Representatives, totaling 11.700. Employee satisfaction is 4.9/5.



**Customer Representative Certificate Programs / High Altitude:** High Altitude is a program designed to support customer representatives in their career journey by developing their competencies in Leadership, Expertise, Technology and Sales.

We manage each subject as a separate program and prioritize our colleagues in their career processes when they graduate from these programs.

We would like to share that we graduated 1.051 Customer Representatives from the High Altitude Career Development Certificate Program.



#buradakariyervar

global bilgi



**İş'te Uzman (Expert at Work) / Expert Development:** İş'te Uzman is the development brand for those working in expert positions. Under this roof, we include professional and competency development activities for experts.

We believe in the importance of strengthening our colleagues' existing business skills, personal competencies and improving their work performance, in addition to providing them with new skills in their life at Global Bilgi. For this reason, we designed Future Programs according to a professional development program prepared in line with career maps.

We design a separate program for each function (Human Resources, Finance, Information Technologies, etc.) and plan vocational trainings mainly for positions where career transitions are the most intense.

In competency development, we support learning from each other and sharing information. We have designed a structured Internal Trainer Program for this purpose. We ensure that our colleagues who are experts in their fields and who have successfully completed the Internal Trainer Program serve as Internal Trainers in the organization.

We have an internal catalog offered through Internal Trainers and renewed every year. We support the development of our colleagues by selecting trainings from



the training catalog and support them on their development journey as **#HRWithYou**.

85 internal trainers have internal trainer certificates and badges. In 2022, nearly 1000 employees participated in online classroom trainings on 23 topics. The 2023 program was opened in 26 different topics and again over 1000 employees registered for the training.



**Özde Lider ( Leader in Essence) / Leadership Development:** We set out with the belief that supporting leaders' business, team management and organizational management skills is one of the cornerstones of workforce management.

We designed our "ÖZDE Lider" programme, the brand of the leader skill development program, with this vision. In parallel with the change in our vision, strategies and working model, we include leaders in leadership certificate programs at 3 levels. The goal of the 3 programs that we provide to our leaders and that support each other, which we briefly mention is as follows:

- ✓ Increasing team collaboration,
- ✓ Ensuring consistent use of technology,
- ✓ Aiming to sustain the company culture,
- ✓ Increasing leader confidence and management skills in effectively managing engagement and performance in remote work.





We started the process by supporting leaders' Remote Management and Agile Leadership skills in parallel with the change in working model. The results show a 90% program completion rate of 900 leaders and a 20% increase in leaders' motivation, effectiveness, engagement and skills assessment measures in remote leadership. In GPTW, leaders realized a 5% increase in communication, feedback, motivation and involvement in decisions.

**Focus Programs:** We aim to strengthen the value of "We Think Digital!" and develop the skills of our colleagues on the path to the vision.

With Focus Data, Focus RPA, Focus Agile, Focus Innovation, Micro MBA, Artificial Intelligence, Project Management, Product Owner, Master Development Programs, we make our employees say #HRWithYou in every field by offering development opportunities in accordance with their competencies not only in their current job but also in different fields.



In 2023, when 86% of our colleagues completed at least 1 Focus Program with volunteering and managed to graduate at the end of the program and earn certificates and badges, we were with them as #HRWithYou.

#### **4. CAREER**

As Global Bilgi's, we know that "#buradakariyervar!" ( there is a career here!) We support the career development of our colleagues with trainings such as career development, innovation, entrepreneurship, sales, finance, leadership, marketing on our digital platform Turkcell Academy, which will give them different perspectives in the business world.

In addition, we continue to support them in technology with visual technologies, software, new technologies and cyber security trainings.

With our autonomous career application **#buradakariyervar**, our employees can now manage their careers themselves and plan their development journey with career coaching. We are proud to see our colleagues in different positions with internal promotions after the trainings they received through the Turkcell Academy



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Development Program, and we do not leave them alone with our promotion box gifts.

We started our career journey with the motto **#Discover**, **#TaketheRoad** and **#Advance**.



**Discover:** We are opening our eyes and ears! We support our colleague to rediscover himself/herself and his/her career world, increase his/her competencies and reveal his/her potential through studies such as Personality Inventory, Values, SWOT Analysis, Behavior Style, Wheel of Life, Leadership Style, etc., where he/she can learn the requirements of each function at Global Bilgi. We determine our "Career Maps" that will guide them in reaching their goals and plan their development, and we help our employees discover their career architecture by building their careers.



**Take the Road:** After determining the road map of our employees with "Discover", we ensure that they participate in **Customer Experience/High Altitude, Expert at Work and Leader in Essence Trainings and Programs**

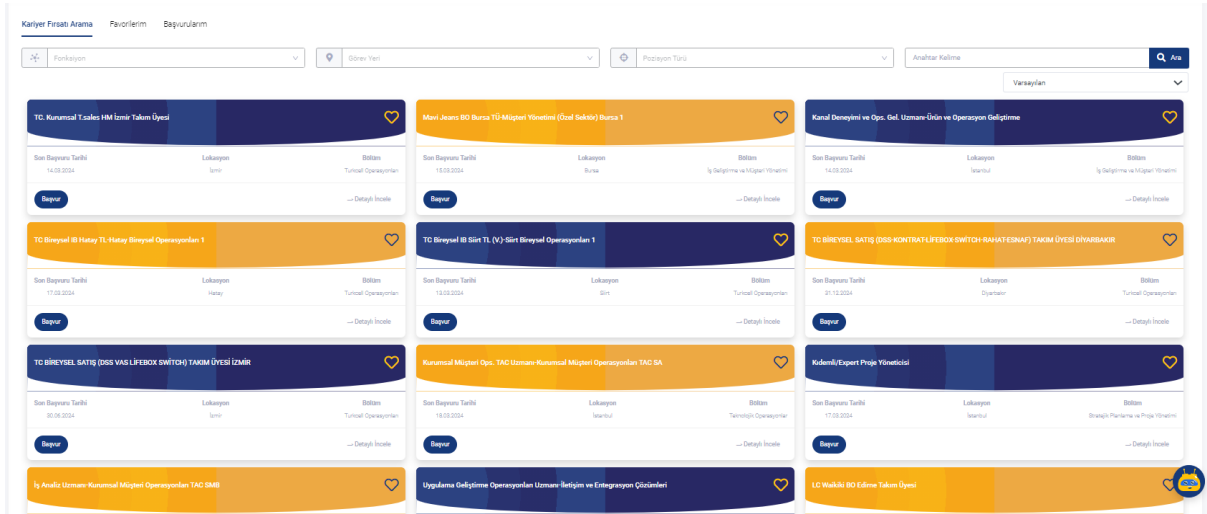


according to their career plans within the scope of #buradakariyervar YoIaAçık, enabling them to specialize in their jobs and supporting them in the stages of preparation for career movement.

We support career development through the training programs shared above. We continue to support our colleagues in their career journeys through coaching, mentoring, executive support and structured HR practices.

Our internal promotion rate was 95% through the career program we launched with the motto #buradakariyervar.

We enable our employees to follow our internal postings on the "Career Opportunities" dashboard on the globalim application, which will enable them to keep track of prominent career opportunities. Individuals can star the advertisement they are interested in and assign it to the "My Favorites" field, and follow all their applications on the "Applications" screen.



We contribute to and support their development with our Expert at Work, Leadership Programs, Focus, Future and Artificial Intelligence training sets.

## 5. LIFE AT GLOBAL BİLGİ

Life at Global Bilgi starts with recruitment. It continues with training, development and career processes. Most importantly, we say that HR is with you "while having





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fun" with our applications that will add color to every moment and make us say GB<3SEN.

If we have any questions, we get answers to our questions through HRWithYou 7580 Call Center and continue on our way, and we can access HR solutions with a single click through our digital platform globalim.

We add more joy to our working model with "Harmony" with our Fit You, Happy You and Pleasant You programs in the Life in Global step, which we position in the 5th step of our employee journey, and we increase employee loyalty with our HRWithYou call center that brings far closer. In addition, with the vision of providing a unique experience to its employees, we support Life at Global with our technological solutions in the globalim Application.

## 1.GB Loves You

It is our platform where we have many applications to provide a pleasant, fit and happy workspace while working.

**Sen Keyifli, Mutlu, Zinde Ol  
Global Bilgili...**

globalim mobil dijital deneyim platformumuzda GB♥SEN ile senin için hayata geçen tüm uygulamalarımızı görebilir, istediklerini yakın takibe alıp, sen de faydalanmaya başlayabilirsin.

**Keyifli Sen, Mutlu Sen ve Zinde Sen** başlıklar altında Global Bilgi'de sen iyi ol diye hayata geçen birçok uygulamamız var Global Bilgili.

Neler olduğunu hatırlamak ya da öğrenmek istersen hemen telefonundan **globalim** uygulamamıza girerek GB♥SEN'e tıkla ve videomuzdaki gibi keşfetmeye başla 😊

**Son Paylaşımlar**

Hobby Club Kültür ve Sanat Kulübü  
2 gün önce

**Kültür ve Sanat Kulübü'ne Global Bilgi'ye Olan Katkısı**

In line with our new working model, we have implemented many different practices to support the spiritual, physical and mental health of our colleagues and to share the same excitement at every moment.





## HRWithYou (İKseninle)

The screenshot displays the HRWithYou (İKseninle) application interface, which is organized into three main columns representing different categories of employee benefits and activities:

- Be Happy (Blue background):**
  - Hobby Club Activities
  - Opened Door HR Chat Platforms
  - Turkcell Volunteers (*Social Responsibility Projects*)
  - Psychologist Counseling
  - #thatismotherpower Project
  - Seniority Awards
  - How are you Global Bilgili? (*"Global Bilgili" means people who our colleagues working at Turkcell Global Bilgi*)
  - SuperIZ (*Awards and recognition program*)
  - Ambassador Appointments
- Be Fit (Yellow background):**
  - Sport Club - Stay Fit Videos
  - Sport Club - E-Sport Tournaments
  - Nutritionist Consulting
  - Health Consulting
  - Online Spor Courses (*Pilates, Dumbbell, Tabata*)
  - Smoking Cessation Program
  - Global Talks Live Broadcasts
  - Weekly Stay Healthy Mails (*Tuesdays*)
  - 21 Days Healthy Nutrition Challenge
- Be Pleasant (Dark Blue background):**
  - Social Club Activities
  - Marriage & Baby Birth Celebration, Gifts
  - Mother's & Father's Day & Woman's Day Celebrations, Gifts
  - Make a wish
  - Veterinary and Plant Consultancy
  - Discount Agreements

**1.A. PLEASANT YOU:** It is our catalog that includes our applications to make our employees feel good while working and to provide pleasant moments for our employees. We provide pleasant moments with Veterinary and Plant Consultancy, Marriage and Birth Celebrations, Social Club, Special Day Celebrations, Discount Agreements and Make a Wish set-ups.

**Veterinary and Plant Consultancy:** We ensure that our employees can get answers to all kinds of questions about the cute friends they feed in their homes, gardens or streets and the plants they grow from the support line at 0212 979 70 21.



**Veteriner ve Bitki Danışmanlarımızdan Dilediğin Zaman Destek Alabilirsin...** GB SEN

Değişen hava şartlarından evcil hayvanlarımız, sokakta yaşayan hayvanlar ve bitkiler de en az bizim kadar etkileniyor. 🌿

Bu nedenle **ücretsiz Veteriner Danışmanlığı ve Ev/Bahçe Bitkileri Danışmanlığı** hizmetlerimizin hem evlerimizdeki hem sokaktaki minik dostlarımız ve bitkilerimiz için geçerli olduğunu bir kez daha hatırlatmak istedik. 😊

**Hayvan/bitki sağlığı ve bakımı** hakkında her türlü sorun için işinin uzmanı danışmanlarımızdan destek alabilirsin. 🐾

Sevgilerimizle,  
**Turkcell Grup Yerleşke Hizmetleri & İSG Yönetimi**

**VETERİNER DANIŞMANLIĞI**  
Evcil hayvanlarımızla ilgili aklınıza takılan endişe duyduğunuz sağlık, genel bakım, temizlik, aşı, mama ve benzeri tüm konular

**EV ve BAHÇE BİTKİLERİ DANIŞMANLIĞI**  
Genel bakım, sulama, hastalık ve zararlılarla mücadele gibi ev ve bahçe bitkileri ile ilgili tüm konular.

(0)212 979 70 21

**Marriage and Birth Celebrations:** We share the happiness of Global Bilgisil on their special days. We send congratulatory gifts to our friends who get married, give birth and become fathers.

**Social Club:** In this club, we ensure that our employees have pleasant moments with many contest set-ups, fun game activities, social events such as concerts and theater. We ensure that our colleagues have pleasant moments with fun games, concerts and social events such as theater in Social Club competitions with no losers and many winners.

**Social Club**  
2 gün önce

**Zıf Anlamlısı...**

Tandaki bulmacada hangi kelimelerin zıt anlamda yatar?

Doğru cevabı veren arkadaşlarımız arasından yapılacak çekilişe **20 arkadaşımızın Playe Kartına 500 TL** kadar 250 TL yatırılacaktır.

Doğru cevabı 15 Mart Cuma 17:00'e kadar bize iletilebilir.

Cevap seçenekleri için aşağıdaki butona **TIKLA**

Sevgilerimizle,  
Social Club

U	Z	A	K	Y
Y	G	E	R	A
Y	A	K	T	Z
F	Y	G	E	L

Tikla Git Ekle Sil

**Social Club**  
3 gün önce

**Ramazan Sofralarımızın En Güzel Tarifleri Arkadaşlarımızdan Geliyor...**

Bu yıl **Ramazan sofralarımız** Global Bilgisil'in tarifleri lezzet katıyor.

Bu haftanın **10** güzel tarifini **ekte** görebilir, onların olursa tarifi paylaşan arkadaşımıza iletişime geçebilirsiniz.

Tarifleri paylaşarak yarışın!

**İlla gelin Ramazan!**

**Special Day Celebrations:** We share the feelings of our employees with "Special Day Celebrations" on all special days, including religious and official holidays.



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**Discount Agreements:** We support many topics such as education, shopping and sightseeing tours by providing special discounts to Global Bilgi employees.



**Make a Wish:** We welcome the New Year with great excitement and enthusiasm. We say "Make a Wish!" Our employees share their wishes with the "Make a Wish" event we organize in the last months of each year, and we deliver their gifts to those whose wishes are realized with the lottery in a festive atmosphere.



**Global Bilgi'nin 24. Yaş Gününü  
"Bir Dilek Tutarak" Kutluyoruz** 🎉

GB♥SEN  
Keyifli SEN

Kurulduğu 04 Ekim 1999 yılından itibaren başarılarına başarı ekleyerek büyüyen ailemizin yeni yaşını, kendimiz için bir dilek tutarak kutluyoruz ve seni "Bir Dilek Tut" etkinliğimize katılmaya bekliyoruz.

Hadi dileğini bizimle 18 Ekim Çarşamba 10:00'a kadar paylaş ve Kasım ayını bekle 😊

**Bir Dilek Tutmak İçin TIKLA** ➡

Kutlamalarımız bol, sevinçlerimiz daim olsun...

Sevgilerimizle,

**İç İletişim**

**1.B. BE FIT:** In order for our employees to feel fit, good and happy not only while working, but also at all times, we tell them to be fit and stay fit with our Sport Club - Fit You Events, Sport Club - Online Sports Lessons, Sport Club - E-Sports Tournament, Stay Healthy Sharing, Health Consultancy and Dietitian Consultancy. We add joy to our joy with activities that will keep us fit, from Meditation to Cardio, from Cardio to Facial Yoga with expert sports trainers in their fields. And we do this online by making far and near.

**Sport Club- Zinde Sen (Be Fit) Events:** We organize online activities with expert sports trainers. We carry out many programs such as guided walking tours, nature walks, breathing exercises.

**Balat'da Zinde Bir Etkinlik İçin Buluşuyoruz...**

GB♥SEN  
Dinle SEN

**Partilerde kahve** ile günü beşiyer ve saatlarında **balata** atmosferinde buluşuyoruz. Halk'ın huzur ve huzurunda sadece bir sevgi kahvesi ile buluşacak gerizek derinleşen vakti geçirelim.

Bununla beraber aramızdan 20 arkadaşımızın katılımıyla **yağlı mutfak** etkinlikleri hakkında **Balan Turu** etkinliğinde buluşmamız için **TIKLA** ➡

**Katılım ücreti: Sport Club ile sadece balat sadece 50 TL** 🎉

Sevgilerimizle,

**Sport Club**

**Sport Club – Online Sport Lessons:** With our Meditation, Zumba, Abs Workout, Pilates and Yoga classes, we organize online fitness classes with professional trainers in the comfort of your home.





**Sport Club – E-Sports Tournament:** We organize competitions with our gift set-ups for the winning teams in online sports games.



**Stay Healthy Posts:** During seasonal transitions, we share weekly pill information, month/season-specific nutrition, and what we should do to take care of our health.

**Health Counseling:** Our employees can get support from our Workplace Physicians on any issue they want to ask and learn about their own health as well as the health of their families.

**Dietitian Consultancy:** We care about our physical health. Our employees can meet with our dietitians by making an online appointment whenever they wish, and they can always get support for their questions at [ISSAGLIGI@globalbilgi.com.tr](mailto:ISSAGLIGI@globalbilgi.com.tr).



**1.C. HAPPY YOU:** With Mutlu Sen (Happy You), we stand by our employees with set-ups that will make them feel happier and strengthen employee loyalty. We aim to touch all our employees and make them feel happy with Seniority Awards, Global Talks, Psychologist Counseling, SuperIZ Rewarding and Appreciation, How are you Global Bilgili?, Turkcell Volunteers, #işteanegücü Project, Open Door-Employee Talks and Hobby Club activities.

**Hobby Club:** We know that hobbies are one of the most important activities for our colleagues to feel good mentally, and we organize workshops, events and competitions with prizes for their interests with the Hobby Club. "What is your must-have spice for dinner?" "Which material do you think is more enjoyable to work with?", "Which kind of literary works would you prefer?"... We set out with hundreds of questions like these and make our colleagues happy by discovering their hobbies through online events organized under sub-headings such as Culture and Art, Natural Life, Gastronomy, Handicrafts.

**Birlikte Ahşap Boyamaya Ne Dersin?**

Göndereceğimiz **ahşap piyanoyu** renklendirerek kendi sanat eserini üretmek istersen, bu atölye tam sana göre. 🎨

Kutu olarak kullanabileceğin objeyi dilerersen sevdiğin birisine hediye etmek üzere de hazırlayabilirsin!

Başvuranlar arasından yapacağımız çekilişle malzeme seti göndereceğimiz **30 arkadaşımız**, Hobby Club'ın bu atölyesinde bizimle olacak.

Sen de ahşap piyano yapımı atölyesine katılmak istersen hadi başvuruyu için **TIKLA!** 📌

**Son Başvuru Tarihi:** 18 Mart Pazartesi, 10:00

**Atölye Eğitmeni:** Fırtına Masal Arslan

**28 Mart** Perşembe 15:00 - 17:00

Sevgilerimizle,  
Hobby Club

**Küçük Prensi Sevenlerden Misin?**

Hobby Club ile deneyime gerek olmadan keşerler konusunda isim yapmış, alanında uzman eğitmen eşliğinde Antoine de Saint-Exupéry'nin sevilen kitap karakteri "Küçük Prensi" figürünü yapacağız. 🎨

Başvuranlar arasından yapacağımız çekilişle malzeme seti göndereceğimiz **50 arkadaşımız**, Hobby Club'ın bu atölyesinde bizimle olacak.

**Son Başvuru Tarihi:** 12 Subat Pazartesi, 12:00

Sen de "Küçük Prensi Figürü" yapımı atölyesine katılmak istersen hadi başvuruyu için **TIKLA!** 📌

**Not:** Çekilişle ismi belirlenecek olan katılımcı arkadaşlarımız için operasyon uygunluğuna göre etkinlik saatinde izin desteği sağlanacaktır.

Sevgilerimizle,  
Hobby Club

**Atölye Eğitmeni:** Fatma Cucumlu/9kecekece

**27 Subat** Salı 15:00 - 17:00

**Seniority Awards:** We celebrate the seniority of Global Bilgi employees who have completed 5, 10, 15, 20 and 25 years with "Seniority Award" practices. Every month, we deliver seniority gold and seniority plaques to all our colleagues whose seniority expires in certain vesting periods.

**Global Talks:** In certain periods, we make live broadcasts that are popular in our routine life, such as "Secrets of Beautiful Aging", "Digestive System and Obesity", "Seasonal Allergies and Spring Fever", "Right Vitamin Supplementation at the Right Time", where we can ask our curiosities from the chat area with a professional speaker in order for people to have information and have ideas on different topics.



**Doğru Zamanda  
Doğru Vitamin Takviyesi...**

**GLOBAL  
TALKS**

**Vitamin takviyeleri nelerdir?  
Doğru kullanımın nasıldır ve  
hangi durumlarda vitamene  
ihtiyaç duyulmalıdır?**

Bu bilgiler ve daha fazlası İş Yeri  
Hekimimiz **Fatma Zehra Güzelarda**  
ve Diyetisyenimiz **Sanem Apa Doğan**  
ile gerçekleştireceğimiz sohbet.

**Bu faydalı ve keyifli sohbe seni de  
mutlaka bekliyoruz.**

Sevgilerimizle,  
**İç İletişim**

**15 Haziran**  
Perşembe

**globalim**  
EĞİTİM

**Saat**  
12:00 - 12:30

**Psychologist Counseling:** We care about our mental health. Our employees can meet with our psychologists by making an online appointment whenever they wish, and they can always get support for their questions at [ISSAGLIGI@globalbilgi.com.tr](mailto:ISSAGLIGI@globalbilgi.com.tr).

**Psikologlarımız  
"Zinde, Mutlu ve Keyifli Sen"  
için Sana Desteğe Hazır...**

**GB♥SEN**

**Fiziksel ve ruhsal sağlığın** hep iyi olması için sana destek olacak psikologlarımızın sayısı arttı.

Daha fazla görüme ve randevu için dilediğin **psikologlarımızdan** destek alabilirsin. Sana yardımcı olmak için sadece bir **online randevu** kadar uzagındakiler.

Tüm psikologlarımız **ekli dokümanlar**la görebilir randevu süreciyle ilgili detaylı bilgilere ulaşabilirsin. Soruların için her zaman [ISSAGLIGI@globalbilgi.com.tr](mailto:ISSAGLIGI@globalbilgi.com.tr) adresine mail olarak destek alabilirsin.

Sevgilerimizle,  
**İç Sağlık ve Güvenliği**

**SuperIZ Rewarding and Recognition:** Our managers choose and send one of the gift options to our teammates through the SuperIZ reward platform, both appreciating their success and sometimes just saying "iyikivarsın!" (So glad we have you).





**How are you Global Bilgili?:** With this application, we learn the emotional state of our employees and aim to help if there is anything we can do. If our colleagues want to be called after choosing their emotional state through the application, our #HRWithYou team reaches our employees and we try to help them



**Turkcell Volunteers:** We ensure that Global Bilgi employees make Turkcell Volunteers happy and make them happy by contributing financially and morally.



**#işteanegücü (workingmotherpower) Project:** It is our set-up planned to support our mothers returning from maternity leave, to understand our friends who are new mothers, to make them feel that we are always with them, and to accelerate their adaptation when they return to work.

**Open Door-Ambassador Talks:** It is our Open Door set-up where our employees can share all employee agendas, demands and ideas with Human Resources through our elected Ambassadors, who are also determined by our employees with their own votes in certain periods among our employees.

## 2. HR WITH YOU CALL CENTER

We enabled all our colleagues to access Human Resources services at any time, anywhere with a single click and diversified our communication channels.

### "HRwithyou" Call Center Special for Employees

(7580) " **HRwithyou** " Call Center: We are here with our professional team of 8 people on the **HRwithyou** line for questions, suggestions, information and document requests of all our colleagues in both Global Bilgi and Turkcell Group Companies!

All our employees can reach the **HRwithyou** Call Center via the numbers 7580 on their corporate lines and 5327550452- 5327577580 on their personal lines.

In order to provide faster and uninterrupted service with Agile transformation, we aim to respond to incoming requests, suggestions and complaints within 8 to 16



hours. In order to make our targets more measurable and reportable, all systems of our team were created according to the targeted times.

In order to always do better, we report our response targets, put them on our scorecards as OKR targets, and we are able to achieve success with our expert teams.

We have detailed the channels that enable them to reach HR Seninle under three headings below:

**Digital Assistant:** Before our colleagues reach our professional team via the number 7580, they are greeted by our voice response system. With our Digital Assistant, we answer many questions of our colleagues in the first place and stand by them with our digital solution.

**Callback:** Our employees who call our #HRWithYou call center outside of working hours can leave a call request to our mobile system pool by leaving a call request through the callback setup. We return to our employees who submit the call request within 8 hours, listen to the subject they want to consult and answer their questions.

**Mail:** In our project #HRWithYou!, we manage complaints and requests through Global Bilgi's own software, the CEP application, in order to respond and track the questions of our colleagues who submit their requests to our #HRWithYou team through written channels via [ikseninle@globalbilgi.com.tr](mailto:ikseninle@globalbilgi.com.tr), [ikhm@globalbilgi.com.tr](mailto:ikhm@globalbilgi.com.tr) e-mails in a more agile, faster and more accurate way. We collect all incoming requests in the #HRWithYou pool and respond within Service Level (SL) time.

In our #HRWithYou project, we work in coordination with Regional Experts, Business Partners, our Expert teams (Payroll and Legal, Additional Benefits, Wages and Benefits, Training & Development, Internal Communication, Recruitment) and our #HRWithYou call center team. At the point where we need support from an expert team, we assign the requests that we can trigger with the assignment system to the pool of our expert teams and share the most effective and correct answer to the incoming question with our employees. In this way, we are able to systematically track all complaints and suggestions received and respond to them within the time we target.

In order to protect our "happy employee" experience strategy in case of a possible increase in the flow situation, we go on alert up to our Director and activate the



Emergency Action Plan. In this way, we continue to quickly deliver the questions and requests to our employees within our SL targets.

The details of our plan, which we have categorized according to urgency and importance, are listed below:

**Code Green:** SL level is above 95%. No urgent action is required, density is monitored instantly.

**Code Yellow:** SL level is between 95% and 90%. The number of flows and SL are monitored instantly for requests whose SL time is about to expire.

**Code Orange:** SL is below 90%. HR Director and Business Partners(BP) are informed. In consultation with HR Managers, the names that will support the flows are determined and support is requested from our Payroll, Additional Benefits and Back Office specialization teams for the rapid resolution of the requests and the flows are started to be directed to the pool of our specialization teams.

**Code Red:** SL is below 85%. Depending on the call intensity, +1 assistant is assigned to the flow. HR Director and BPs are informed. Daily report is shared. In consultation with HR Managers, names to support the flows are identified and the request is directed to Payroll, Additional Benefits and Back Office teams. Urgent flows are prioritized. Saturday work is activated.

As the #HRWithYou team, in addition to incoming calls; we aim to touch our employees by making external calls in different set-ups. In order to carry our employee experience journey forward, we say "Happy to have you!" to our colleagues by making calls in the category of congratulations and welcome, where we share happiness as the Global Bilgi family, as well as survey calls where we listen to the voices of our colleagues and make satisfaction measurements.

To make our colleagues feel that we are always with them, we make the following calls and listen to their voices.

**Employee Experience Survey:** We conduct survey calls by the #HRWithYou team with question sets for each of our functions. In this way, we listen to the voices of our employees, receive feedback, and focus on the question of how we can provide better service.

**Wellbeing Survey:** As the #HRWithYou team, we conduct Wellbeing surveys to measure the benefits of our practices within the scope of #mutlusen (happy you),



#zindesen (fit you) , #keyiflisen (pleasant you) on the happiness of our employees. We further improve and renew ourselves with the feedback we receive.

**Welcome Call:** We call our employees to "Welcome!" to the Global Bilgi Family and share the happiness of the start of a new job. We send our new teammate a "Welcome Package" with surprise gifts that they can use when they start work.

**Mother Power at Work Call:** We empower our mothers, whom we see among us again by adding strength to their strength, by saying "Mother Power at Work!" and we want them to remember us by sending our little gift.

**Congratulations Call:** As the #HRWithYou team, we share your happiness and make a call in this happy process when our employees, whom we always stand by and support on the career ladder, take advantage of the opportunities and experience career movement. We congratulate our colleague and send our little gift to continue this exciting journey with joy.

**How are you Global Bilgili:** In order to better understand how our colleagues feel in the working model with Harmony, we conduct mood analysis of our colleagues by asking "How are you Global Bilgili?" through our digital application. We call our colleagues who want to be called as #HRWithYou team and listen to their voices.

**Career Hotline:** We call HRWithYou to support our colleagues who want to plan their careers, who want to consult to learn where to start, who are involved in the processes and who will be involved in the processes, and to be with them on this exciting journey. We reach out to our employees who want to get support from the career line.

### **3. GLOBALIM WEB/MOBILE**

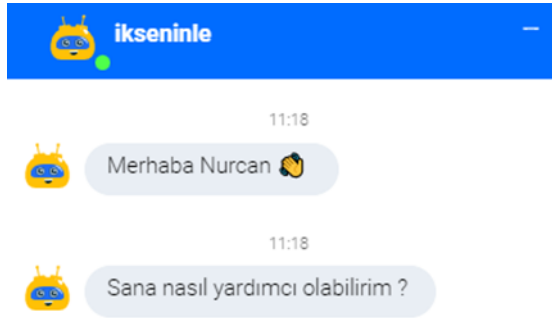
With the applications we have developed in the digitalizing world, we have launched the globalim digital experience platform where our colleagues can access human resources applications at any time. globalim application is detailed below.

**globalim mobile/web Application:** Our employees can benefit from our HR Solutions (chatbot, earthquake notification, information portal...) applications on our digital platform globalim web and mobile application and access Human Resources with a single click.

**Chatbot:** It is our digital platform application where our employees can get answers to many questions about Human Resources whenever they need independent from the person thanks to our chat/bot project, which we set out with



the motto #wethinkdigital and started service in 2020. We serve 13 functions in total.



**Earthquake Notification:** To ensure the safety of our employees in the event of an earthquake disaster, we have created an earthquake notification button where they can leave a notification via the mobile application.

By clicking on the earthquake button, our employees can select the appropriate location information from the "I am at home", "I am at work", "I am outside" options in the Status Information field, as well as the "I am fine", "I am injured", "I am under debris", "I cannot reach my relatives" options in the "Current situation" field, and can communicate their current situation to us with a single click without making any calls. The notifications received fall to our relevant team and our relevant team communicates with our employees as soon as possible and generates alarms to help them.

In this way, we ensure the safety of our employees and take emergency actions in case of a possible situation. As the Human Resources family, we call our employees in need by phone and activate the 24-hour hotline that provides professional service.





Brandon Hall Group™

**EXCELLENCE  
AWARDS™ 2024**

CASE STUDY



In the background, our Business Continuity teams, Information Technologies teams and Administrative Affairs teams continue to work to ensure business continuity.



**Live Broadcast** We appreciate, we care, we respect, we have fun... So we are #wearegoodtogether. As we share our joy within the framework of the Global Talks Program, we meet in live broadcasts that will contribute to our personal development within the scope of our "Stay Healthy", "Health Consultancy", "Dietitian Consultancy" programs by listening to the shares of expert teams that will take us to different ports on the journey of personal development.





Brandon Hall Group™

EXCELLENCE  
AWARDS™ 2024

CASE STUDY

**Çocuklara Yaklaşımında Sınırları Çizmek...**

Cocuklara sınır koymak konusunun iki zorlu yünü var: anne-baba olarak sınırları belirlemek ve çocuklara bu sınırları kabul ettirmek.

Sınır koyarken çocuğumuz ile aramızdaki güvenli ilişkiye zarar vermeden, onun biley olma haklarına göz ardı etmeden hareket edebilmek önemlidir.

Ebeveyn olarak bu konuda nelere dikkat etmemiz gerektiğine öğrenebileceğin sohbetimize bekliyoruz.

Sevgilerimizle,  
İç İletişim

**29 Kasım**  
Cuma

**Saat**  
12:00 - 12:30

**Dr. Fatma Zehra Güzelarda**  
İyileşim Uzmanı

**Eda Gökdemir**  
Klinik Psikolog

**Beslenme ve Cilt Sağlığı**

Bugün saat 12:00'da canlı yayında, Dermatoloji uzmanı **Dr. Hazal Sünmezler Selek** ve Diyetisyen **Derya Eren** ile **beslenme ve cilt sağlığı** üzerine konuşuyoruz.

Seni de bekliyoruz.

Bugün saat 12:00'da canlı sohbet katılmak için buraya **TIKLA**

Sevgilerimizle,  
İç İletişim

**ANADOLU**  
EĞİTİM VE KÜLTÜR

Bugün | Süit Conference | Saat 12:00 - 13:00

**Payroll Viewing:** All our employees who want to view their payroll can access their payroll for the month they want to view with a single click. By typing "Payroll Viewing" on the globalim screen, they can access the payroll viewing screen and download their payroll to their computer. For questions about their payroll, they can get support by calling our #HRWithYou team.

**Leave Entry and Tracking:** The employee can easily enter the appropriate leave from the types of leave such as annual leave, report, unpaid leave, unpaid leave, maternity leave, milk leave, rationing leave, special leave from the leave entry screen on the globalim screen. They can follow the approval process of the leave they entered on the "Leave Approval" screen. They can also track their earned, used and remaining leave days with a single click on the globalim application.

İzin İşlemleri | İzin Onay

Yıllık İzin Bakiyem

Kazanılan İzin	Kullanılan İzin	Kalan İzin
130	133	-3

YENİ İZİN GİRİŞİ

Yıllık İzin Girişi

İzin Tarihi: Seç

İzin Alın Tarihi: Seç

Başlangıç Tarihi: 13.03.2024

Bitiş Tarihi: 13.03.2024

HESAPLA

Açıklama: Açıklama

İzin Onayları

İzin aradığını görmek için hesaplama butonunu kullanınız.



## Management

With the support of our management team, a significant budget support was provided for the realization of the planned actions within the scope of our HRWithYou application. Developments in digital employee experience platforms were prioritized and resources were allocated to ensure that the practices have an equal impact on all working models. Competitions were organized with a reward structure to popularize the use, and attention was focused on the target. A special focus was placed on communication so that support could be received from different channels regarding the steps at every stage of the project. Support was provided through chatbot, call center and mailing, and the process was explained to all our colleagues.

**İK Seninle** 😊

Uzaktan çalışma, izin, kariyerinle ilgili danışmak istediğin konular ve tüm diğer İnsan Kaynakları işlemlerin için destek almayı en çok tercih ettiğin, hayatını kolaylaştıran iletişim kanalımız hangisi Global Bilgi?

Anketimizi yanıtlayanlar arasından yapacağımız çekiliş ile 5 arkadaşımız 100 TL'lik Migros hediye çekinin sahibi olacak :) Yanıtını 6 Ağustos saat 12:00'ye kadar kadar bekliyoruz.

7580/532 757 7580

globalim  
İK Seninle Chatbot

ikseninle@globalbilgi.com.tr

**Tıkla ve cevapla**  
Sevgilerimizle,  
İnsan Kaynakları

global bilgi

With the support of the management in the launch and dissemination of the work, the practices were explained and adopted through live broadcasts on the globalim application, through written channels and in all communication channels.

All system and process updates were quickly implemented with agile working methodologies.

In addition to the trainings defined through our training platforms to ensure the dissemination of Agile Culture throughout the entire organization, it was ensured that performance was targeted in our OKR cards.

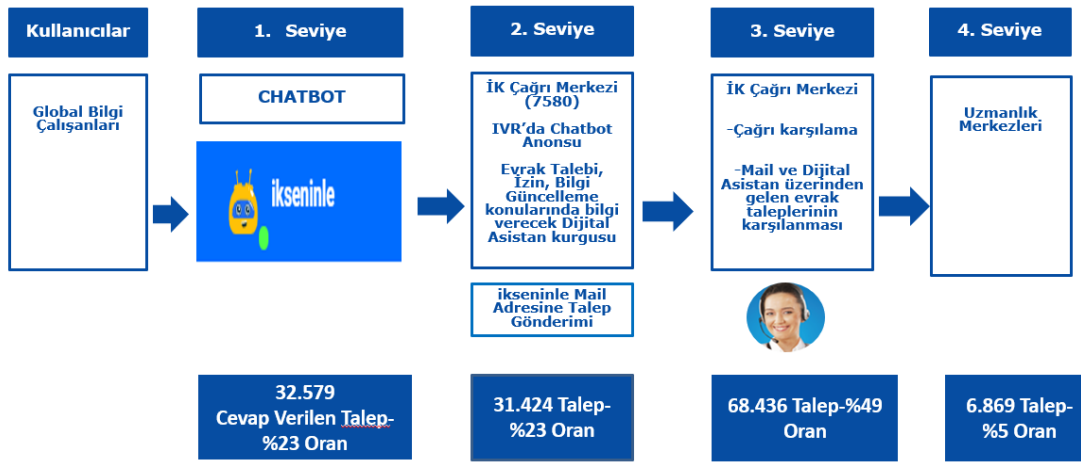


Brandon Hall Group

# EXCELLENCE AWARDS 2024

## Measurable Benefits

In 2023, with our #HRWithYou project, we answered a total of 139.308 questions of our colleagues, 32.579 through the Chatbot channel, 31,424 through the Digital Assistant, 68.436 through the #HRWithYou call center and 6.869 through our expertise centers. Thus, we met 46% of the incoming requests through our HRWithYou digital solution applications (chatbot, digital assistant) and 54% through the professional call center HRWithYou team of 8 people.



## #ikseninle

- All requests received throughout the year were met with a 92% Service Level ratio.
- At the end of each Q, we identify our development areas with our Employee Experience surveys. We completed 2023 with an overall average score of 4.4/5.

GENERAL	Q1	Q2	Q3	Q4	average
General Score	4,3	4,2	4,3	4,67	4,4

- Our #HRWithYou team made a total of 3.363 outbound calls to our employees, including 414 welcome calls, 786 Mother Power at IS, 1.569 congratulations calls, 604 How are you, Global Bilgili?



Subject	Unit
Welcome Call	414
Mother Power at WORK call	786
Greeting Search	1.569
How are you, Global Bilgili?	604

- In 2023, we made a mood measurement with How Are You Global Bilgili and our happiness rate was 92%.
- Our wellbeing score increased from 75% in 2022 to 82% in 2023, as measured by survey calls.
- The experience scores of our digital experience platforms have increased. In our Wellbeing survey results, 85% of our digital experience platforms were found successful.

## Overall

- We launched our #HRWithYou project because we believe that a happy customer is a happy employee experience.
- From the moment our new colleagues step into the world of Global Bilgi, we stand by them with our orientation programs, personal development tools, leadership and certification programs that will contribute to their careers, our GB Loves You application that creates a happy, fit and pleasant environment, our digital platform application globalim, and the common point of all these, our #HRWithYou call center.
- In every program we implement, we touch on a different competency of our colleagues and contribute to their development. In this process, we learn, develop and grow together while having fun.
- Supports the culture of working together and achieving success. With all the practices and programs we have put in place to create the #HRWithYou feeling, we adapt quickly to the new working world as an organization and further increase our productivity.



- With all these, when we look at what we did within the scope of HRWithYou, we briefly saw the following:
- By redesigning each step of the employee journey according to our new working model, we have improved the experience of our colleagues within the company.
- With our #buradakariyervar autonomous career planning program, we enabled our colleagues to plan their own career journeys. We increased our internal transition promotion rate to 40% for 2023.
- We renewed and diversified our training & development programs and introduced different specializations to support them in their career journeys.
- We guided our colleagues to lead a healthy lifestyle.
- We strengthened communication. The increase in communication through remote working had a very positive impact on our productivity processes.
- We have increased the motivation of our colleagues and ensured their loyalty to the company through our practices/applications and programs.
- We prioritized practices that will make our colleagues, who are the most important building blocks of our company's productivity, feel valuable. We continued on our way to becoming a happy company with happy employees.
- We contributed to both the emotional and financial well-being of our colleagues, with 11.14% of them winning the award in the "SuperIZ" category.
- 10 thousand colleagues participated in our 393 events organized within the scope of hobby club, social club and sport club. Thus, we contributed to the social well-being of our colleagues.
- In 2023, 1.693 and in the first quarter of 2024, 373 SuperIZ award winners received awards ranging between 250-3000₺ depending on the category of the SuperIZ award. On the last day of 2023, we delivered 7,906 colleagues the gifts they wished for thanks to our "Make a Wish" program. We made special agreements with 31 different brands for Global Bilgi and offered advantageous shopping opportunities to our colleagues. 15.316 colleagues will receive a bonus of 10,000₺ on the 2024 Ramadan holiday. We also contribute to the financial well-being of our colleagues with our Make a Wish, Eid bonus and SuperIZ reward set-ups.
- We aimed to contribute to the social and physical well-being of our colleagues with the number of activities in the Social club (306), the number



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# EXCELLENCE AWARDS 2024

of activities in the Hobby club (58), the veterinarian and Plant, psychologist, dietician counseling lines where they can get support at any time.



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# EXCELLENCE AWARDS 2024

## About Brandon Hall Group™

With more than 10,000 clients globally and more than 30 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.

### Professional Certifications

Self-paced certification programs. Virtual group sessions for companies. In-person conferences and summits.

### Excellence Awards

Three annual programs recognize the best organizations that have successfully deployed programs to achieve measurable results.

### Membership

Individual and Enterprise Membership options: Includes research assets, advisory support, a client success plan and more.

### Advisory Offerings

Custom research projects, including surveys, focus group interviews and organizational needs assessments for transformation, technology selection and strategy.



### ENTERPRISE EXCELLENCE CERTIFICATION PROGRAM

Recognizes the best HCM programs that transform their organization and achieves breakthrough results. This designation is a step above the HCM Excellence Awards® which focuses on one program within a company. Enterprise Excellence is a hybrid of award winners who are also members.



### SMARTCHOICE® PREFERRED PROVIDER PROGRAM

Uniquely places HCM service and technology companies at the top of organizations' consideration list of vendors. It adds an unmatched level of credibility based on BHG's thirty-plus years of experience in evaluating and selecting the best solution providers for leading organizations around the world.



### AGENCY! BY BRANDON HALL GROUP™

Provides comprehensive marketing solutions for human capital management solution providers. We offer strategic services to establish a strong foundation for your marketing efforts.