

Case Study on:

TURKCELL
GLOBAL BİLGİ

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Ruban
D'Honneur
2011

Ruban D'Honneur Recipient

European Business Awards 2011

Employer of the Year Award
Turkcell Global Bilgi

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Turkcell Global Bilgi

From Operational Excellence to People Centricity

Words from the Judges

“Focusing on attracting, training and retaining the best people in the business has been fundamental to Turkcell Global Bilgi’s success.”



Turkcell Global Bilgi, Turkey’s leading customer relationship management centre since 1999, is a well-deserved recipient of the Ruban D’Honneur for the Employer of the Year award at the European Business Awards 2011. The accolade has been given in recognition of its progressive Human Resources strategy.

Turkcell Global Bilgi manages the entire customer relationship process for its clients, from initial strategy development through to implementation, analysis and on-going support. The company has seen consistent sales growth and currently has a 45% market share. It operates in a multinational environment, serving customers from many different countries from its call centres in Turkey, Ukraine and Belarus.

In order to achieve this continued success, Turkcell Global Bilgi works tirelessly to develop and maintain an engaged, satisfied and skilled work force. The company has created a ‘community’ for its employees and has devised a Human Resources strategy which includes a number of unique elements that have been exclusively developed in-house.

“We have worked hard to develop an HR strategy that reflects our distinctive corporate philosophy. As a technical company, it seems only right to use our resources to enhance our employees’ experiences of the business. We are continuously developing the best solutions to improve both our customers’ and employees’ satisfaction while creating value for the community.” Ersin Aydin, Human Resources Assistant General Manager, Turkcell Global Bilgi

Unlike other companies in its sector, Turkcell Global Bilgi invests heavily in technology to improve its services to both customers and employees. The HR team works closely with the IT department in order to create technological solutions that improve existing processes. The collaboration between HR and IT has recently led to the development of two interactive online programmes: ‘Flexible Benefits’, a checklist of available benefits that allows staff to shape their own employment package; and a suggestions forum called ‘Great Ideas’.

Ruban D’Honneur Recipient



The company uses its detailed call centre infrastructure knowledge to develop HR processes, such as the company’s **employee helpdesk**. Staff can contact the helpdesk about any concerns they may have and under a Service Level Agreement (SLA), the company aims to resolve the issue within three days. Another example is the **applicant experience measurement system**, which uses Interactive Voice Response (IVR) systems to measure the experience of job applicants.

Turkcell Global Bilgi develops solutions that provide employment opportunities for all sectors of society including students, mothers and the disabled. By using its solid technological infrastructure, the company can support both part-time workers and home workers known as “home agents”.

The company’s desire to make a difference in society has been demonstrated by its development of new call centre facilities in eastern Turkey, the first of its kind in the area. Turkcell Global Bilgi has played an important role in decreasing the soaring unemployment rates in this region. By creating quality employment, Turkcell Global Bilgi Call Centre has helped keep the competent population in Erzurum. In surveys conducted, 33 percent of employees stated that “They would look for a job out of Erzurum if they were not working in Turkcell Global Bilgi.”

Following investments made by Turkcell Global Bilgi, other companies have now established call centres in eastern regions, creating further employment opportunities and bringing balanced development to the area.

With an impressive 1660 new employees recruited in 2010 alone, Turkcell Global Bilgi was awarded the “Highest Employment Generating Company” award by the most popular online career portal in Turkey. The company also won two awards at the “2011 Top Ranking Performers” ceremony organised by “ContactCenterWorld.com”. It was awarded “Best Innovative Scheme” for its tailor made technological applications and also won “Best Call Centre in the World” in celebration of its unrivalled accomplishments in the sector.



“Turkcell Global Bilgi operates a network of 14 customer care contact centres with 7,500 seats. It employs close to 10,000 people. Having built its business on a platform of customer service, the company recognises its success is dependent on hiring and keeping the best qualified staff for all positions. To support this mission critical aim, the company has implemented an outstanding Human Resources strategy.”

Phil Forrest, Chairman of Judges, European Business Awards 2011



Looking to the Future...

The corporate strategy of Turkcell Global Bilgi focuses on continuous growth in both the domestic and foreign markets. The company also invests heavily in technology to ease the life of its customers and individuals, which is unique in the contact centre sector.

Turkcell Global Bilgi is committed to creating employment opportunities and contributing to the development of the regional economy in many developing Anatolian cities. The aim is to reduce regional unemployment and improve opportunities through strategic investments. Since its foundation, the company has played an active role in regional development and has been widely acknowledged as a visionary role model by its local competitors. Turkcell Global Bilgi aims to maintain its leader position through new investments and new collaborations with regional institutions that will create further employment opportunities.

Moreover, as a rapidly growing company, Turkcell Global Bilgi is planning to create value for potential B2B customers in both domestically and internationally by introducing its value-added solutions to new sectors and markets. Turkcell Global Bilgi quality standards ensure that customers and individuals will receive the highest service levels.

Closely following new technological advances and investing in innovative solutions that add value both for customers and employees, will remain the basis of the company’s strategic targets in the future. Successful applications of recent voice technologies such as voice verification and call-steering not only make the company a technological leader in the sector but also enable its customers and employees to feel the impact of Turkcell Global Bilgi’s ‘People Centricity’.



"This is a great opportunity for us to demonstrate how well our business is growing. It is our chance to show the market what we are doing for our employees and how much we value them."



Bahadır Pekkan,
CEO, Turkcell Global Bilgi

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About Turkcell Global Bilgi

Turkcell Global Bilgi was established as a call centre in October 1999 in conjunction with Turkcell, Turkey's leading mobile phone operator. Today, it is Turkey's principal Customer Relationship Management (CRM) Centre, providing services to many of Turkey's leading companies operating in various sectors, primarily in telecommunications and media.

Turkcell Global Bilgi offers seamless and comprehensive solutions for its partners. These solutions include consultancy and installation of integrated channels such as Field Customer Relations, telephone, interactive voice response (IVR), web, text messaging, e-mail, fax, correspondence, WAP, kiosk, digital TV and much more.

Turkcell Global Bilgi has a dynamic, loyal and skilled workforce. Quickly realising that the business needed to be people-orientated, the company has invested a great deal of time, effort and resources into building an outstanding human resources strategy that delivers strong and measurable results. The HR team consists of 130 highly competent professionals who, along with the assistance of the company's IT team, have created a number of bespoke systems and processes that have played an important role in the company's success story. There is a seven-strong account management team whose sole responsibility is to contact employees and provide support for their needs on anything that is causing concern.

Employees at Turkcell Global Bilgi are supported on every level both in business and on a social level. Work benefits include training & development, counselling, financial support and on-going professional assessment. Socially, there are events, parties, corporate social responsibility projects and on-site leisure facilities all for the enjoyment and well-being of the staff. Staff turnover at Turkcell Global Bilgi is by far the lowest in the industry at just 14% per year, as opposed to the industry average of close to 50%. The company has an internal promotion rate of 87%, meaning that 9 out of 10 managerial vacancies are filled without the need of external recruitment.

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About the European Business Awards

Since 2007, the European Business Awards programme has been shining a light on the most pioneering businesses on the continent by promoting excellence, best practice and innovation in the European business community. The awards programme recognises excellence in all disciplines of business including individual business functions. Last year entrants ranged from fish farming organisations to renewable energy firms. Together they had a combined turnover greater than €766 billion Euros (6% of EU GDP) and employed over three and a half million people between them.

Businesses from each of the 28 European territories are invited to enter the Awards. The competition for finalist places is fierce with many of the Europe's most established brands being represented.

The judging panel is comprised of experts in their fields who each bring experience, business acumen and understanding to the board. The overall winners in each of the categories will be announced at the Awards ceremony in Barcelona on 22nd November 2011.

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