



Garanti Pension, QuizGame Case Study

Case Analysis:

Garanti Pension was established in 1992 and started personal retirement services in addition to its formerly established life insurance services in 2002.

Garanti Pension established cooperation with Doğuş Grubu, the umbrella corporation under which it is operating and the major stakeholder Garanti Bank and became one of the leaders in the sector. Moreover, Garanti Pension has a partnership agreement with Achmea, one of the most powerful insurance companies in Europe.

As the most active user of bankassurance, Garanti Pension has 12 Regional Directorates and around 1000 Garanti Bank branches for serving its customers.

As a company that places customer satisfaction at the core, the company has been generating financial gain for the customers through its products, became their partner in the present and showed them ways of living happily and added value to their lives.

Problem Analysis:

Garanti Pension is operating in a sector where vocational examinations are equally important as product variability and knowledge of regulations. Therefore, they would like to increase voluntary participation in the trainings, efficiently transfer intensive knowledge to employees and increase the durability of knowledge. For these reasons, Garanti Pension decided to utilize QuizGame.

Solution:

Garanti Pension utilizes QuizGame for more than 40 trainings. Some of them are listed below:

- License trainings
- Ethics and correct approach
- Company culture
- Job security
- Personal retirement

Garanti Pension used to hold in-class trainings. These trainings were hold in Istanbul with the participation of employees from all-over Turkey and lasted for the 10 days. Later, the company decided to hold 2 day trainings and deliver the remaining material in video format. At this point, they decided to utilize QuizGame. While integrating GuizGame into their training program, they divided the trainings into two, as license trainings and others. For the license trainings, they created a program made of 40 videos. All the participants had to watch 4-5 videos a day and later they had to solve the relevant quizzes through QuizGame for the reinforcement of the learned material.

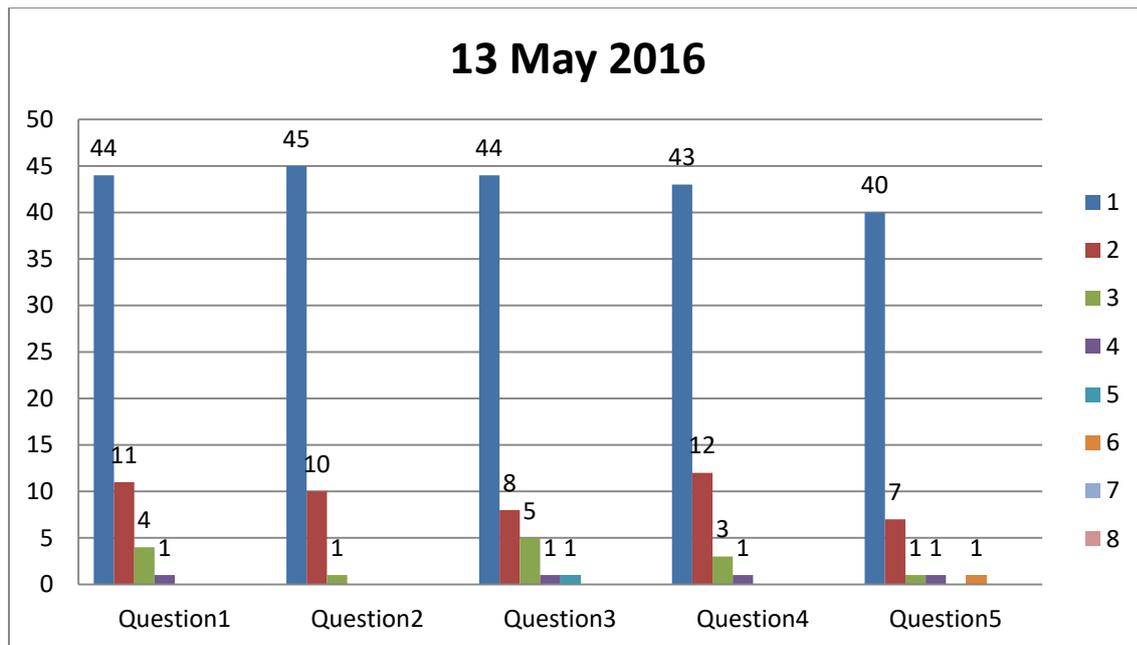
They launched remaining trainings to be used by all other Garanti Pension personnel and started to utilize these periodically.

Following these trainings, Garanti Pension started a contest for its employees and gave out small rewards on the basis of QuizGame ratings to increase competition.

Result:

Garanti Pension managed to greatly reduce training costs while keeping success at the same level by digitalizing the training materials.

Some assessments have been made for measuring changes after QuizGame was launched for all employees. Changes regarding the top 5 incorrectly answered questions have been monitored. The result shows that the question which was answered incorrectly 45 times when encountered by the employees for the first time was answered incorrectly 10 times upon the second encounter and incorrect answers decreased 77.77%.



Reinforcement and durability of the acquired knowledge has been achieved with the spaced repetition feature of QuizGame which also facilitated the acquisition of new information.

Moreover, since QuizGame is a gamified learning tool, the voluntary participation of employees in the trainings has been achieved. While participation in trainings is around 25-30% in other companies, in Garanti Pension, this number increased to 52.76% with QuizGame.

After achieving these successful results, they continue utilize use QuizGame and expand the variety and content of the trainings.

In their own words:



““In the contemporary world where technological advances continually make our lives easier, QuizGame added value to our training processes. Learning materials became accessible from anywhere and as our employees also had fun while going through the material, QuizGame made a positive impact on the durability of knowledge.”

-Ayşegül Gürkale, Garanti Emeklilik, Human Resources, Procurement and Administrative Affairs Branch Manager