

Türk Telekom: A Success Story

Türk Telekom went through a merger in the beginning of the year. Three local companies, Türk Telekom, Avea and TTNNet merged under the Türk Telekom brand. The merger of these three companies with different organizational structures and company cultures created a unique mission for our Human Resources and for Türk Telekom Academy. We had to train our employees quickly and correctly about the post-merger human resources strategy and Türk Telekom company processes. We also had to make our employees internalize the information.

Türk Telekom has 22 thousand employees located all around Turkey. It wasn't easy to reach all of them at the same time and inform them at once about the ongoing changes. Therefore, as Türk Telekom Academy, we decided to utilize distance learning tools. This choice led us to various options such as:

- Interactive learning
- Short videos to be created in cooperation with our employees
- A game for facilitating competition among our employees,

We decided to go with the game option. After picking this choice, we decided to continue our plan with QuizGame, developed by Pixofun. Reasons for us to make this decision are:

- Various game modes
- The recurrence of the same questions in different game modes
- Our employees can play the game altogether in a competitive environment
- Employees can challenge each other in the Duel mode
- The game keeps collecting the incorrectly answered questions and recalls them for facilitating and reinforcing the correct answers.

Human Resources and the Academy created 68 questions with varying difficulty levels for QuizGame. We assigned the created content to 13 thousand of our employees. Our employees started to play the QuizGame and we began to gather positive feedback in a short while. In the beginning, there were a lot of incorrect answers. However, the latter decreased quickly. Why the ratio of incorrect answers was 56% by the end of the first week, by the end of the second week, the number decreased to 22%. We managed to answer the questions raised by our employees regarding the changes that took place during the Human Resources and Academy processes.

About 72% of our employees logged into the game and spent 1 hour in average. This equals to about 12% of our total distance learning time.

We created a positive impact with QuizGame on our employees' perception of distance learning. We increased their knowledge about the Human Resources and Academy processes. We created spot-on answers regarding many questions raised by our employees. We generated a significant amount of impact and gathered a lot of positive feedback in a short period of time. We reached a number of people that would be impossible to reach through in-class training. In summary, QuizGame led us to the desired goal via short-cut. As a result, we decided to utilize such gamification tools more intensively and to create a company game portal.

Dr. Selçuk Alimdar

Turk Telekom Agile Studio, Learning Technologies and Development Support Group Manager