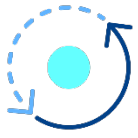


İşBank's Reskilling Learning Programs

Bank Tellers to User Experience Designers / Data Analysts



İşBank Overview – Who are we?

Becoming the bank of the future, creating sustainable value with an inclusive and participatory approach

TÜRKİYE  BANKASI



İşBank celebrated its 100th year in 2024

21,167

Employee

1,061

Branches

11

Countries

24.3

Million Customers

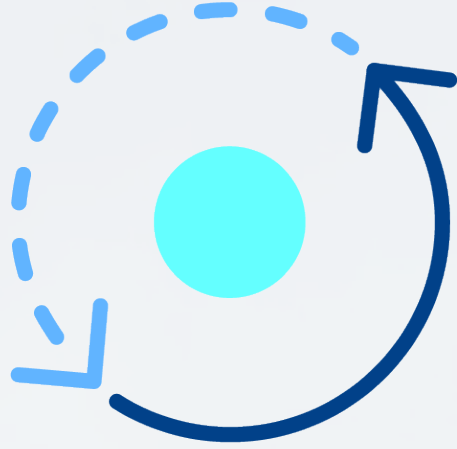
22

Foreign Branches

3

Fully owned bank subsidiaries





Bank Tellers to User Experience Designers / Data Analysts



*Best Custom Content
Digital Academy*



*Best Program for Upskilling Employees
Data Analytics Development Program*



Problem Definition – How to start?

- ❖ Phenomenon or necessity?
- ❖ The «**Bank of The Future**» Vision
- ❖ Equal Opportunity – Recruit Only Entry Level
- ❖ The Future of Work in İşBank Project
- ❖ Skills
 - UX Design
 - Digital Marketing
 - Data Analytics





Link Strategic Initiatives & Learning Objectives

- ❖ In line with its vision of being the Bank of the Future...
- ❖ Reskilling learning programs aimed to support employees transform and enhance their digital competencies, gain new skills
 - To familiarize employees with these topics, increase their awareness, and ensure that they have basic knowledge
 - To support employees who want to deepen and increase their knowledge on these subjects and draw a path that will enable employees willing to complete the programs to gain expertise in these fields.
 - As well as leveraging talent transformation, programs provided a talent pool for analytical and digital roles needed in many functions at HQ.



Design

❖ Method – *Learning Journey*

- Accessible to all / Equal Opportunity
- Self-paced
- LMS – Module Based / Videos + Articles
- Assessment
- Synchronus (Practical Applications – Q&A)
- Support – Language Barrier + Terminology

❖ Topics

- UX Design
- Digital Marketing
- Data Analytics



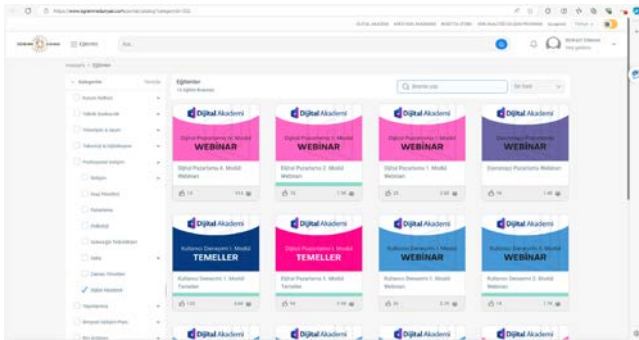


Featured Headlines

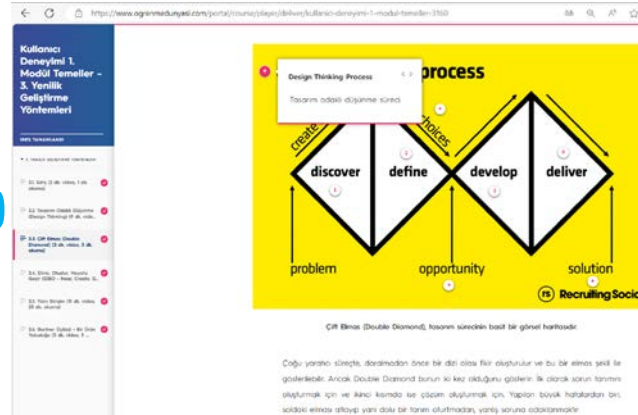
User Experience	Digital Marketing	Data Analytics
Experience and Service Design	Digital World	Unveiling the Mystery of Analytics
Innovation Development Methods	Digital Assets	The Future of Analytics
Research Methods	Search Engine Optimization	Data Storytelling
Analyzing of Research Results	Search Engine Marketing	Understanding Data
Persona	Social Media Marketing	Data Literacy Culture
Journey Maps	Storytelling	Experimental Design
Interface Design and Tools	Web Analytics and Tools	Decision-Making Analytics Techniques
Usability	Conversion Rate Optimization	Hypothesis Testing
Experience Measurement Tools	A/B Test	Data-Driven Decision-Making Framework

Implementation

LMS – *Learning World*

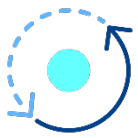


Articulate Rise 360

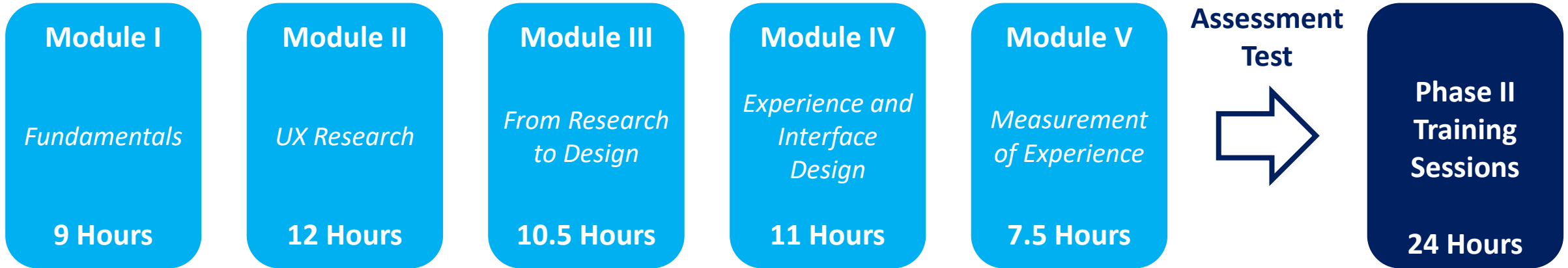


Live Webinars – *Zoom*

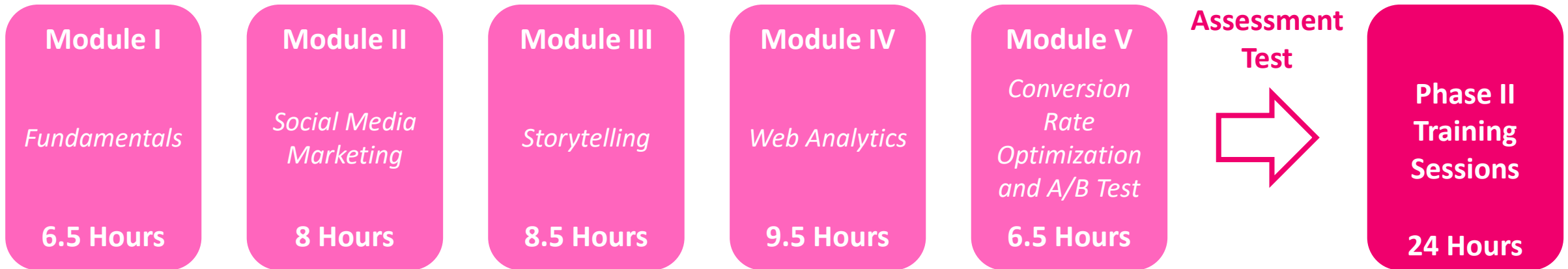




Digital Academy Overview



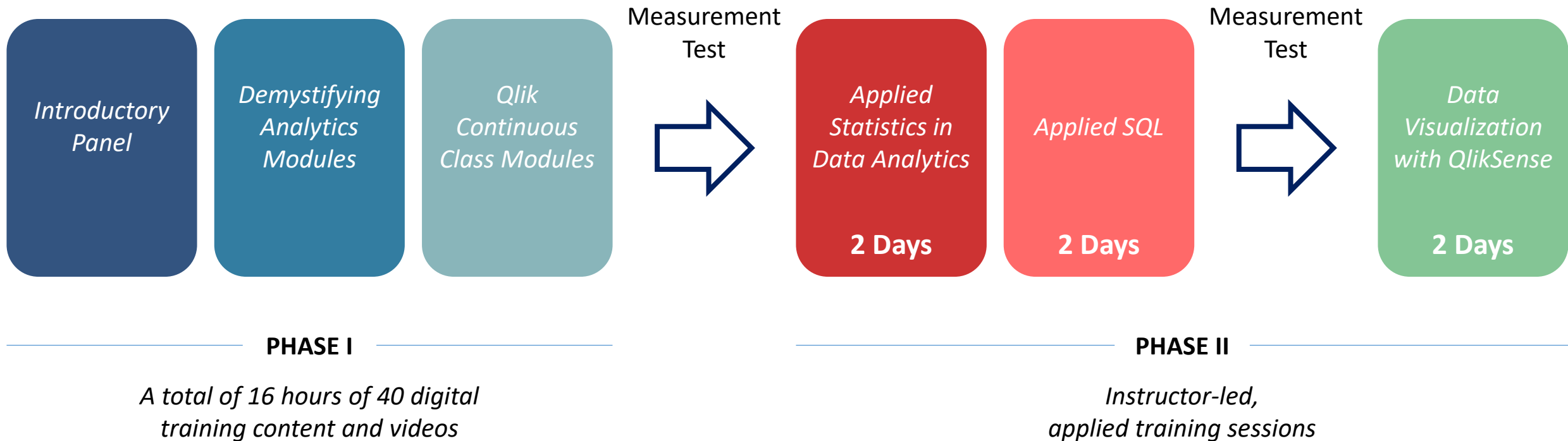
User Experience



Digital Marketing



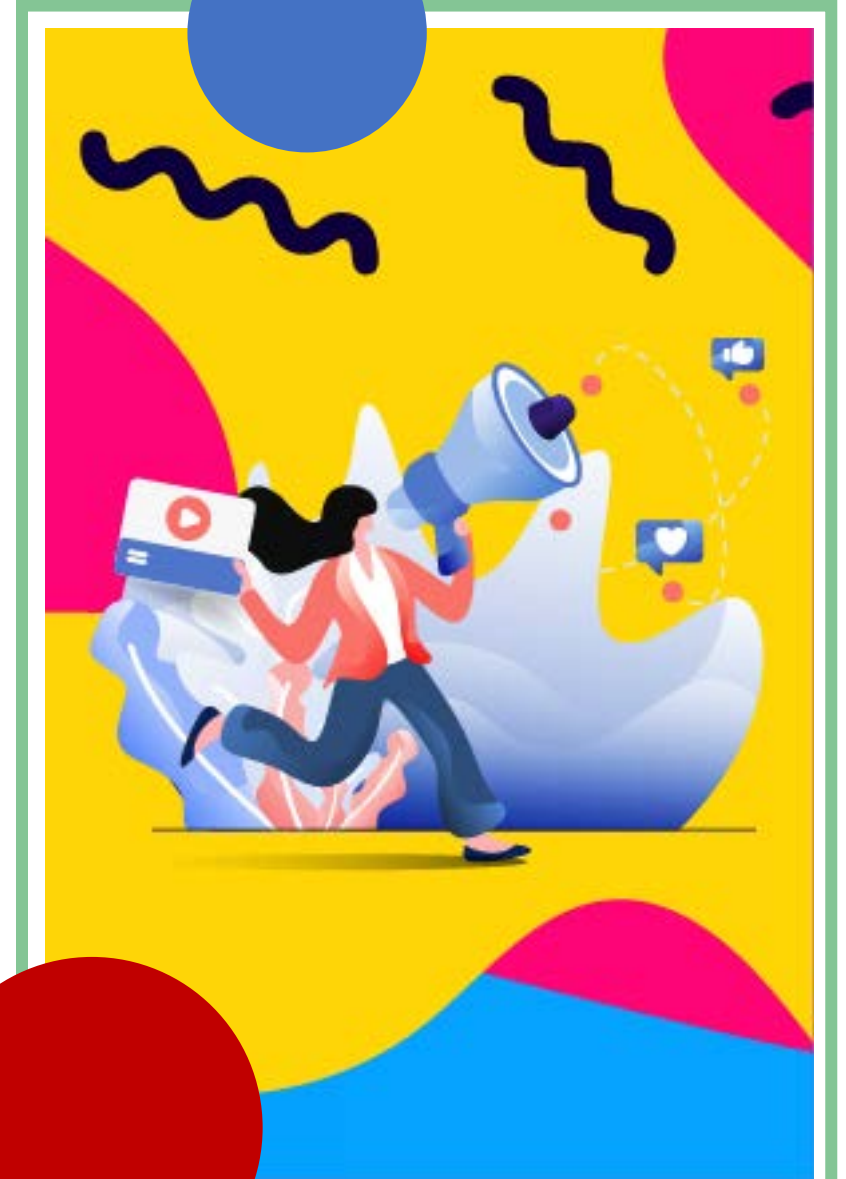
Data Analytics Development Program Overview





Engagement

- ❖ Sponsor video
- ❖ Promotional portal announcements & emails
- ❖ Non-intimidating entry-level content
- ❖ Accessibility with video & reading materials + live webinars (question and answer opportunities)
- ❖ User-friendly design with Rise
- ❖ Working with the best – building trust – consultant perspective
- ❖ Nudging for those logged in but have unfinished items
- ❖ A sense of achievement and recognition for those who complete

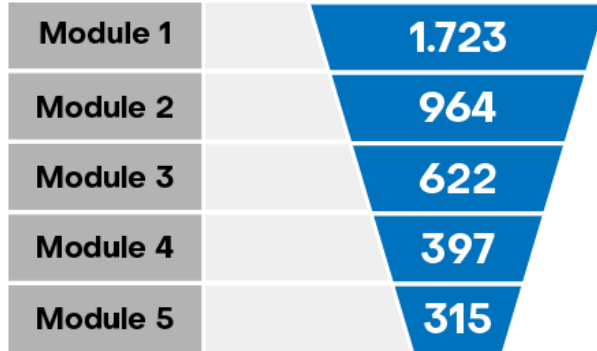




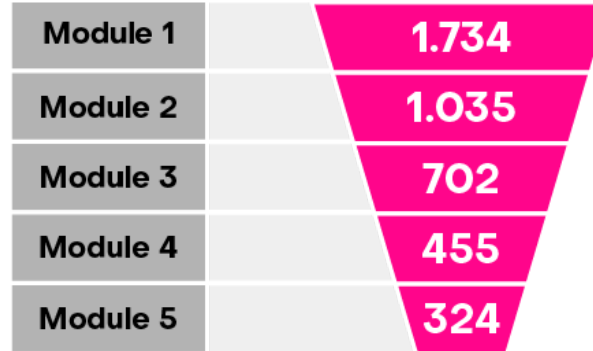
Results – Analyze and Improve

❖ Data – Employees

USER EXPERIENCE



DIGITAL MARKETING



DATA ANALYTICS

Attendees	11.325
Phase 1 Completion	2.797
Phase 2 Completion	858
Assigned as Data Analyst	60

❖ Net Promote Score

Training Score	Trainer Score	Average Score
95.77	97.04	96.40

❖ Satisfaction – Comments





Lessons Learned

- ❖ Reskilling programs acted as a lever for the organization's digital transformation.
- ❖ Overall, reaching almost half of the employees, played a vital role in terms of equipping of the employees with the knowledge and skills needed at a foundational level, especially for analytical roles. Besides, it has been a catalyst towards the aimed cultural change within the Bank.
- ❖ Accessibility – Ease of use
- ❖ Available for use by all employees
- ❖ A blended approach
- ❖ Matching the Right Tool with the Right Content
- ❖ Chance to deepen



Thank you for your attention.