

# Superior Mobile Talent Experience

## Brand

Turkcell

## Industry

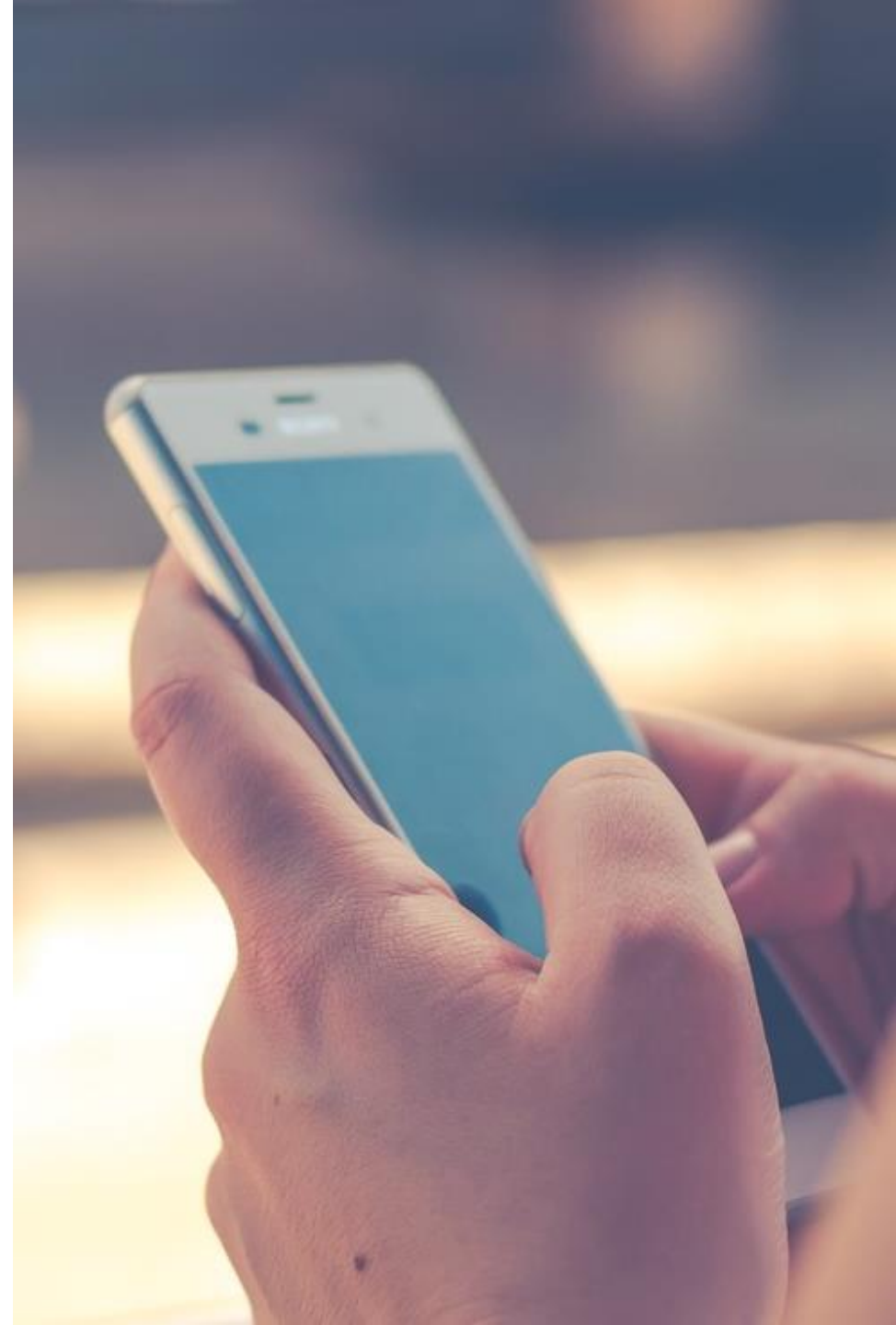
Telecommunications

## Enterprise Size

18.000 Employees

## Average Hit per Year

1000 - 1200 Employees





Turkcell is Turkey's largest MNO that serves more than 32.7 million customers with approximately 16.000 employees.

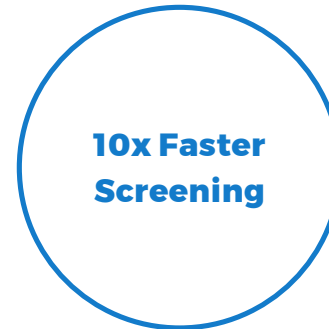
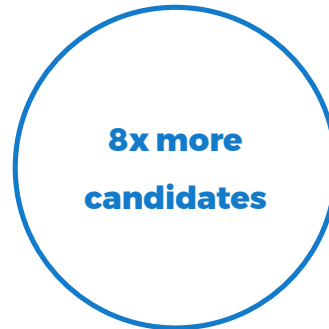
### Problem

Turkcell couldn't transform the power of its customer brand into its employer brand to engage graduate talent especially in tech/IT related hires. Increasing and improving the candidate pipeline became a strategic priority for sustaining growth.

### Solution

Totally redesigned the digital and mobile application process with:

- SMS/Chat-bot integration
- Gamification
- Smart Video Screening



"With Peplise we now have a truly innovative mobile talent experience."

**İhsan Mert**

Talent Recruitment Specialist