

EMPLOYEE LOYALTY PRODUCT



NECESSITY

Increasing Employee Loyalty

The increase of employee change rate results in low productivity and unsuccessful projects. Since employee loyalty has become one of the most important problems in recent years, finding suitable qualified employees and adapting them to the company can lead to both employee costs and disruptions in the projects. At this point, when companies are looking for ways to increase employee loyalty and incur significant expenses along the way, our MyCo has been developed as a product as one of the ways to increase employee loyalty.

DIFFICULTIES

The transfer of qualified employees between companies and the spread of working for abroad with the ease of remote working bring additional costs to companies. This leads to increasing the rate of employee turnover and so this situation can result in low productivity and project failures. The salary increase paid to the employees can sometimes not a solution either; for this reason, companies try to retain their employees with different office facilities such as holiday packages, outdoor activities and fringe benefits.

SOLUTION

With the Employee Loyalty Project, it is aimed to solve this important problem. The MyCo product, which has a reliable infrastructure where the employees are the virtual shareholders of the company, the share of partnership increases as the time they work, and even the company has no opportunity to change this model, has been developed.

BENEFITS

Thanks to our product, qualified employees such as engineer, doctor, academician, software developer are provided to work in the same company for a longer period of time, both increasing efficiency and making an important contribution to our country's economy as it will distract the employee from the idea of working abroad. Since the additional earnings of the employees are designed to increase in proportion to the growth of the company and the increase in profitability, employees will be having the idea that they are shareholders of the company. As a result of this design, employees will be provided with the ownership of the company and their loyalty to the company will increase.

HOW IT WORKS ?

MyCo is a company coin product where employees work longer in companies and gain more as the company's profit and value increase. Employees are given to virtual company coin that corresponds to annual salary by the company. The monetary value of the coin will increase at least at the inflation rate and in relation to the profit and value of the company. As the length of the employees' stay in the company increases, they can earn more additional income and at the same time the interaction between employees increases with the gamification technique. Employees will also be able to earn company coins from the trainings they give, the projects they finish, the sales made, the profit the company will make. Coins can be given to employees with different methods. Some of them can take from the company by getting converted into cash directly, while some of them can keep their right as maturity locked. These coins will be available to get as the employee's working time in the company increases. The earned coins will not be able to be converted into cash immediately from the date

they are earned, they will remain locked. The locks will be opened according to the length of time they continue to work in the company. Parametrically, 25% of it will be unlocked annually. It is planned to ensure employee loyalty with the money to be given gradually by unlocking coins. If the employee quits the job at the end of a year, the employee will have left 75% of their coins with the company. Since the employee will deserve as much as 25% every year, an employee who is considering a job change will be able to see how much coins he/she will give up from the mobile application. Employees will be able to transfer unlocked coins among themselves or to the HR department. Coins transferred to the HR department will be reflected as additional income to the next salary and can be converted into cash. The whole process will be monitored by employees via the mobile application. Employees can convert their coins into cash from the mobile application and see locked coins, unlocked coins, when the coins can be unlocked, the TL value of the coins; also, they can use the coins for gifting.

TECHNOLOGY

Blockchain technology has been used in the development of the product. With this technology, a virtual and private coin is produced for companies. Thanks to Blockchain Technology, security has been maximized by establishing a structure that makes it impossible to interfere from the outside.