

International Excellency Award to Deniz Academy

Deniz Academy won the silver award with the “Journey into Customer’s Heart /Route of Relationship Banking” project in the Brandon Hall International Excellency Awards considered to be one of the most prestigious awards in international arena as a sole representative of the sector.

Operating with the mission to make sailors out of the newcomers of DenizBank family one after another and bring up future managers, Deniz Academy is developing time-specific projects and continuing to be a strong leader of organizational culture by combining knowledge and entertainment with different teaching models.

Advancing with the knowledge that continuing leadership in the banking sector is possible through continuous development and learning, Deniz Academy won the silver award as a sole representative of the sector in the category of “Best Generalized Corporate Training Program” in the Brandon Hall International Excellency Awards with the “Journey into Customer’s Heart/Route of the Relationship Banking” project aimed at internalization of “Relationship Banking” focus adopted within the Customer Orientation Concept, a key DenizBank strategy.

The projects nominated for the Excellency Awards considered as one of the most prestigious awards in international arena were evaluated based on the criteria of meeting the needs, design, functionality, creativity and measurable benefit by the independent jury of Brandon Hall Group comprised of experienced experts and consultants of the sector providing research base solutions in the areas of learning and development, talents management, sale and marketing and leadership aimed at increasing the performance of over 10 thousand customers for 20 years.

Among the companies having received award in the organization are companies such as Microsoft, HP, IBM, Cisco, PepsiCo, Accenture, Ernst & Young, American Express and CA Technologies.