StratejiCo.

Dytech Automative

Customer: **DYTECH AUTOMAT■VE**

Sectors: **Manufactoring**

Services: **Employer Brand and Employee Engagement**, **Crisis Management**

> "With one-on-one interviews and workshops, they gained employees' trust. They proved that employees can make a change when they work together. They know really well where foreign capital is most sensitive."

A global leader in the automotive industry, Dytech Automative, faced decreasing **engagement level of the workforce** and a dispute with the labor union in their Turkish operation. As StratejiCo. we provided the Dytech Automative management a dispute resolution and **employee engagement services** to help them maintain the quality and efficiency.

Challenge

[Dytech Automotive] faced labor unease in the aftermath of general strikes in the Turkish automotive industry in May 2015. The situation got more complicated due to the competition between two rival labor unions. In the meantime, workers demanded better working conditions. This challenge generated tension in labor relations decreased the engagement level of employees and thereby affected companies' productivity, quality, and workplace peace. We were invited to analyze the situation and we have also been involved in the process for minimizing the risks related to labor tension and improving the relationship with the new Labor Union.

Solution

After one-on-one meetings with the management team, focus groups and survey with blue-collar workers, we determined three main goals to help Dytech achieve its business objectives. These objectives provided support to Dytech on negotiations and relationship building with the new labor union, increasing the engagement level of the blue and white collar workforce, and providing mitigation measures to prevent a crisis situation.

Result

The cooperation between Dytech and the new union was established. Sub-projects launched with the participation of employees. Both labor union and a great majority of the labor force showed positive results in the KPIs as quality, productivity, and absenteeism.