

Customer Experience



Türkiye Hayat Emeklilik takes heed of the customer, is nourished by their feedbacks and strives to make the customer experience excellent.

Türkiye Hayat Emeklilik aims to offer service with the understanding of generating solutions that exceed the expectations at every moment of life by transposing “after” in the insurance experience with “before,” and using its power for kindness through its agile, innovative and sensitive approach. It promises a safe future to its policyholders.

Türkiye Hayat Emeklilik focused on the activities which will improve its customers' digital experience with the Company, just as they improved their digital competencies under the effects of the pandemic in 2021. As part of this, the website was deduplicated to serve both insurance and pension companies, and works were initiated to deduplicate the mobile application.

A framework that listens out, understands and satisfies the customer

The opportunities brought by the company's digital transformation have also supported the development of solutions that are reflected in the customer experience and satisfaction.

By means of data analysis, the dynamic and demand-based needs of policyholders were understood and fulfilled, thus increasing customer experience and satisfaction.

Strategic projects continue to be developed to provide customized content through data collection, analysis, and use of automation. To increase customer loyalty through differentiated customer experience and unique offers by listening to the customers' voice, customer attitudes and habits are classified, followed by CRM investments aimed at providing products and solutions targeted at their expectations and habits. These works aim to know the customers, determine their demands, wishes and expectations, measure the customers' perception of the company and services, and create action plans for them. Enhancing the loyalty and satisfaction of customers under the ever-increasing competition conditions will allow companies to increase both the number of potential customers and the profits.

Customer-oriented processes

Within the year, Business Processes Design Project was implemented to design customer-oriented processes, and market research was performed to measure customer and channel experience.

After 2021, the year of structuring, it is planned to continue improving the customer experience in 2022. Türkiye Hayat Emeklilik aims to receive customer feedback, listen out the customers through professional researches and expand it at all points of contact.

In the new period, Türkiye Hayat Emeklilik plans to continue its activities to offer all insurance products via mobile and web channels, and to enable customers to easily purchase these products with the ideal end-to-end digital insurance customer experience.