

Digital Transformation



Digital platform planning works for 2021 started upon the completion of merger works in 2020. The foundations of numerous projects were laid and most of them have been completed since December 2020.

Türkiye Hayat Emeklilik acts with an approach in which digital assets are simplified to increase their efficiency, mergers are managed harmoniously and transformed into synergy with platforms, and solutions to act agile in all conditions are offered.

The company acts with the concept of offering solutions with a digital perspective for every issue in line with its establishment purpose. It desires to develop digital assets for its sales channels, operation units and all its employees, while continuing to develop solutions for its customers with a proactive insurance perspective.

The company activates all digitalization-related processes in line with the plan and keeps track of their performance. Digital platform planning works for 2021 have started upon completion of merger works in 2020. The foundations of many projects have been laid and many have been completed since December 2020.

Some of the works carried out in 2021 are as follows;
Data Transfer (Migration) Project of Main Systems: Migration projects was successfully completed, and all customer data in digital channels were transferred to new systems without any loss.

Within the deduplication of digital channels, at first, a project that aims at combining the websites of insurance and pension companies under a single roof with the brand name of Türkiye Sigorta commenced. With the new site, a single front-end started to provide service to all customers.

- Furthermore, web side of ROTA application was developed and it went live. Integration of ROTA web application with Halkbank was achieved. In this way, production problems of one of the most significant bank channels were remedied rapidly and the channel became more active.
- Production integrations of the products for the population aged under 18 which have been recently included in the

Private Pension system were finalized in a very short period and incorporated into the ROTA system. Thus, the sales of this product were commenced in the industry before many companies do.

- Necessary arrangements for the new regulations (raising of the fund change rights from 6 to 12 and the option to choose BEFAS funds) brought to the Private Pension system were completed in a very short time and offered to customers.

Some of the works that were completed in 2021 and will be put into use in 2022 are as follows;

- With the deduplication project of mobile applications, pension and health mobile applications were gathered under a single roof for transition to the Super App structure which will bring a new meaning to the industry together with the auto branch. Application & test processes were finalized in 2021 and it is planned to launch them in 2022.

- Development processes of the internal customer network via which all staff can have access to any channel needed through a single platform thanks to the intranet project and can find the news about staff and the Company as well as the necessary procedures/documents were completed. It is expected to make the network go live.
- As the first step of sales in digital channels, development and tests of "PPS purchase platform" were carried out completely. The platform will go live following product deduplication. Similarly, development of "TCIP purchase platform" was finalized and it is expected to make the platform go live after tests.
- With the Group Healthcare project, the process of sending applications to group customers, receiving them back and entering into the system was transferred to digital, and developments were completed to enable customers send all their information to the Company via only one link. In this way, it is aimed to raise customer satisfaction and reduce operational burdens. The project is still under test process, so it did not go live, yet.
- Within the project for relieving the agency opening processes of documents, the opening period was shortened and the agencies started to complete all transactions digitally, rather than using physical documents. The project is still under test process, so it did not go live, yet.

The transformation journey will continue without slowing down

It is planned to initiate PRM (Partner Relations Management) Program, Sales & Operations Platform Program, Analytical Change Program, Robotic Applications to Business Processes Program, and Customer Platform Phase 2 in 2022.

PRM program can be considered as Sales & Operations Platform Program, Analytical Change Program, Robotic Applications to Business Processes Program, and Customer Platform/Phase 2.

As part of PRM Program;

- It is aimed to perform Genesys CRM transformation of both companies, and then combine these structures.

The Middleware Development step aims to;

- Create Genesys Platform middleware on PRM,
- Create ROTA and customer platform middleware on PRM,
- Combination of Genesys Rota and Customer middleware.

Development of Central Communication Platform (SMS (Short Messaging Service - E-mail) aims to;

- Identify all SMS and e-mail sent by Türkiye Sigorta,
- Revise communication contents based on experience,
- Create a parametric post database on PRM to manage communication contents,
- Create triggering mechanisms on PRM to automatize communications,
- Cooperate with a single communication partner and integrate it to PRM,
- Establish a communication request and follow-up structure at business units for adhoc communications.

In addition to the integration of new modules into the system, the following modules that cover works to increase operational efficiency and expand production diversity will be developed within Sales & Operations Platform Program Phase 2 (ROTA):

Campaign Management

- Campaign management which will respond to campaign variables specific to the channel and will have a parametric campaign design on the platform,

Request Management

- Request segmentation by channel,
- Effective request management,
- Quick request solution,
- Request history and request follow-up,
- Service Level Agreement

Performance Management

- Effective and integrated performance management,
- KPI follow-up

Production and Online Addenda

- Expansion of product portfolio,
- Detailed production screens,
- Online addendum screens.

Customer Platform Program Phase 2

The process of deduplication, simplification and platform-based business model transition started with the deduplication of mobile applications as part of Super App, and will continue with the following steps:

- Developing the main publicity channel that directs web site users to the platform and business partners to necessary applications,
- Providing the users with basic insurance services in the fields of finance, health, vehicle and housing through a single platform,
- Making additional developments to the current application in the field of finance,

Business Partnerships

Diversifying business partnerships that will go beyond the insurance in the fields of Finance, Health, Vehicle and Housing...

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