

Data Analytics

Türkiye Hayat Emeklilik that established a Data Analytics Department to take advantage from the opportunities of data analytics better brought the works in this field together under a single analytical discipline.

As experts state, data is the oil of the 21st century. Companies that manage data correctly, apply data analytics well and use machine learning will attain success in the current digital age.

Türkiye Hayat Emeklilik makes a difference in the insurance industry which features a wealth of data, by optimizing the data in the most efficient way with its technological infrastructure and digitalization-focused approach. The Company that produces solutions to facilitate customer's lives at every stage of their life cycle contributes to its strategy and sustainability with big data-based decisions.

Structuring for making better use of data

Türkiye Hayat Emeklilik realized a major structuring process after the merger, and made an organizational change to take advantage from the data analytics opportunities better. By establishing a "Data Analytics" Department instead of Customer Analytics, it pooled the activities in this field under a single analytical discipline within the Company.

Therefore, it ensured coordination, follow-up and management of different functions that have comprehensive knowledge of data engineering, data science and data analytics. Communication with peer units was performed smoothly, revealing the actual needs of the Company. Several activities were initiated to improve service quality, customer satisfaction and Company profits.

Responsibilities of the Data Analytics Department can be summarized as follows:

- To track and update the data to be used in analytical models regularly,
- To make final checks to ensure that there is no missing or incorrect data,
- To perform the data transfer within the determined dates and at reasonable costs,
- To ensure that the works performed comply with data quality and the Company's needs,
- To carry out all kinds of descriptive, diagnostic, predictive and prescriptive analytical and machine learning works,
- To fulfill PDPL-related procedures wholly and completely.

Customer deduplication process completed

In 2021, data merging and deduplication processes, which play a critical role in customer needs or demand forecasting, were implemented, and customer deduplication was completed. In the second half of the year, projects were developed under this roof on segmentation of sales channels and potential channel development areas. The first module completed in this process was the agency channel. It is planned to complete the bancassurance channel module in the first half of 2022.

Another substantial project in 2022 will be about the customer value, behavior and needs segmentation. In addition, promotion through cross-sales and estimation of withdrawal in customer lifecycle makes up another important project that will add value to the Company if it is approached with a broad perspective and analytical discipline.