

Digitization in Distribution Channels

Rota Sales Platform has been developed as a brand new platform that can be used by sales teams in agencies, bank channels and regional offices.



Rota Sales Platform

A brand new platform that can be used by sales teams in agencies, bank channels and regional offices has been developed. Sales of pension and elementary products are managed through a single platform, through the "Demand Management System" and "Policy Renewal" processes, which can be worked on simultaneously with internal and external business partners.

Rota Sales Platform, which was opened for use by Halkbank employees in 2022 as the first bank channel, will also be available for Ziraat Bank and VakıfBank as of February 2023.

Türkiye Hayat Emeklilik has customized and launched digital sales displays on multiple platforms in order to boost its role in digital sales in the sector.

Efforts have been initiated in the Demand Management System module, which is currently under development, to migrate the operational processes performed across the Company via the Outlook program to a systematic platform structure, under the motto "communication without e-mail." The missions of ensuring traceability, generating assessments of performance, and assuring end-to-end information security have been undertaken within the scope of this project.

The objectives of the Centralized Demand Management System are as follows:

transferring customer requests to recordable environment,

- assessing staff performance,
- facilitating the management of operational processes independent of the distribution channel by using a single screen,
- establishing a measurable business model

It is possible to notify relevant employees about life insurance policies of which due dates are approaching, view policy details, and swiftly follow up on the renewal process in a digital environment using the "Renewal Module" developed to be positioned on the sales platform. The application that allows sales managers to view all policy renewals will go live in early 2023.

Through the implementation of a dedicated link designed for institutions, enhancements have been completed, allowing each institution within our organization to integrate the link onto their respective websites and facilitate the digital sale of PPS to their personnel and their relatives.



Bancassurance Channel and Digitalization

Channel experience is gaining importance as much as customer experience. The initial surveys and ad hoc studies designed as part of channel experience measurement studies were conducted with 3 public banks, with whom we have established bancassurance relationships. We conducted studies to measure channel experience, reviewed the results of sales campaigns conducted by one of our business partner banks, measured the satisfaction of travel award winners with the travel process, measured user satisfaction during the pilot use of the Demand Management System deployed for employees and sales channels, and identified areas for improvement based on the feedback received.

Within the scope of PPS in 2022,

- PPS production was carried out for the first time on Halkbank's digital platform, thereby establishing a new channel for alternative distribution channels.
- The software for the "PPS for Under-18s" plan was completed on Ziraat Bank screens and made available for online sale. The product is also sold through 3 participation banks and branches of ICBC.

Within the scope of life insurance,

- The "İyi Günde Hayat Sigortası Dört Dörtlük Paket" (Life Insurance in Good Days All-In-One Package) product, which has been specifically tailored for Call Center distance sales channels,

has been made available for sale at Halkbank and VakıfBank Call Centers.

- Efforts are being carried out to sell optional life insurance products through Ziraat Bank Mobile, Internet Banking, and Digital Branch channels, while system and integration studies continue in light of technological advancements at Ziraat Bank. The inclusion of the optional life product "Yaşamım Güvende" (My Life is Safe) contributed to the bank's non-banking revenues and the premium production of Türkiye Hayat Emeklilik.
- The newly introduced life insurance products were ensured to be sold via the branches of 3 participation banks and ICBC.

Development activities conducted in 2022:

- Improvements were made by Halkbank and VakıfBank channels on the notifications required to be made within the scope of the personal loans regulation.
- In the new business policy issuance of Halkbank, digital links were developed for customers to conveniently access their policies, and developments for customer withdrawal prevention measures were implemented.
- The "Intermediary Satisfaction Survey" was conducted to collect feedback from Halkbank, VakıfBank and Ziraat Bank employees, which will help identify areas for improvement in the bank channels and discover specific points that can contribute to enhanced service delivery.

The following campaigns were organized on bank channels in 2022:

- Insurance incentive campaigns were organized in collaboration with Ziraat Bank during the initial and final six months.
- In order to support annual life insurance productions, a World Points campaign was initiated on the VakıfBank channel. During the campaign period from April to July 2022, customers who made purchases with the VakıfBank World Credit Card were eligible to earn World points based on specific percentages of the premiums they paid.
- The "(Kadın Girişimcilere Özel BES)" product contributed to the support program for women entrepreneurs that was initiated by Halkbank. Customers who make regular payments for the PPS plan were awarded Paraf points.
- In December 2022, participants who hold a Private Pension Agreement through VakıfBank were offered the opportunity to make their additional contribution payments in six interest-free installments, without any minimum or maximum limits, provided that they make their additional contribution payments with VakıfBank World Credit Card, in case they want to benefit from the maximum state contribution.

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In the agencies channel, an efficient, productive, and long-term partnership model has been adopted.

Agency and Private Customer Channels

The Agencies channel has adopted as a guiding principle the delivery of life pension branch products to customers, the dissemination of these products throughout society, and the attainment of higher annual goals through an efficient, productive, and long-term partnership model.

The Company engaged in portfolio expansion and cross-selling insurance products by acquiring new PPS contracts through collaboration with Private Customers Management (PMY) teams. The Company successfully maintained customer retention and consistently increased portfolio volume throughout the year without any disruptions.

It is aimed to enhance the sales skills of the agencies through the organizations conducted, economic development meetings, and product trainings provided throughout the year.

Customers who demanded PPS from the mobile branch of the distance sales team were provided both their requests and PPS products for those under the age of 18.

In 2023...

In 2023 Türkiye Hayat Emeklilik will continue to take solid steps, deploying projects with a vision of functionally enriching the Rota Sales Platform. With the Performance System, a module where agencies and bank channels can track performance statistics and target realization percentages will be implemented on the Rota Sales Platform. The Visit/Appointment module, where sales and regional teams can easily organize all the activities they plan to perform, save the appointment status and results and view them in a list or in detail, is also planned to be included on the Platform.

Halkbank ANKA project, screen integrations, development of Halkbank card storage project and complaint process are among the projects for the next year.

The aim is to integrate life insurance and PPS production, collection, and other modules into Halkbank screens. Additionally, the development of the card storage project and compliance with legislation will be completed. Integration efforts will also be undertaken to adjust the insurance pricing on overdraft accounts. Furthermore, given the prevailing circumstances within the sector, there is also a strategic objective to enhance the range of discretionary life products available through the Ziraat Bank channel.

In 2023, it is also planned to sell new products through the distance sales channel.

Upcoming Project: Agency and Bank Channel Segmentation

In 2022, Türkiye Hayat Emeklilik started working on parametric clustering, which allows for greater recognition of sales channels, easier tracking of sales channel trends, developing appropriate objectives, and differentiating services. It is planned to carry out studies that can be used as a reference by the relevant business units in order to differentiate the services provided to agencies and bank branches and to provide a fairer allocation of awards and gifts in the second quarter of 2023. Segmentation studies started in 2022, and the implementation will be completed in 2023 according to the results of these studies.

Churn Analysis Project for Customer Attrition at PPS:

Utilizing machine learning algorithms, a predictive model has been developed to assess the likelihood of PPS customers requesting to terminate their services. Thus, the establishment of effective communication strategies will be ensured for the proactive retention of customers who may potentially discontinue their engagement with PPS in the near future. The implementation of the project is scheduled for the year 2023.