

## Digitalization in Employee Applications

**Türkiye Hayat Emeklilik aims to foster the satisfaction of the employees, distribution channel personnel and end-user customer by switching to projects and practices that prioritize operational efficiency.**

Türkiye Hayat Emeklilik continues to deploy its end-to-end digitalization plans. It aims to foster the satisfaction of the employees, distribution channel personnel and end-user customer by switching to projects and practices that prioritize operational efficiency. As part of the digital transformation journey, the RPA project was initiated in order to reduce operational costs, increase efficiency, reduce error rates, and give companies the opportunity to guide their employees to value-added tasks.

### Robotic Process Automation (RPA)

In order to provide digital solutions to its customers and to proceed its operations with advanced technological infrastructures, Türkiye Hayat Emeklilik has taken it upon itself to ensure that its employees carry out more value-added tasks and constantly increase productivity by persistently improving its business manner.

Technology is closely followed up and the opportunities offered to the Company are incorporated into its processes. Utilizing technologies such as Robotic Process Automation (RPA), Optical Character Recognition (OCR), etc., it is aimed to save time and cost by using RPA technology to automate well-defined manual operations with clear rules, resulting in fast and error-free operational processes. In particular, the damage,

legal, health and human resources operation processes were reviewed and priorities were set, and the processes to be subject to RPA were started to be implemented.

### New Practice in Assessing Employee Performance

The new generation (Objective and Key Results-OKR) performance application installation project was finalized in 2022 in order to manage the employee performance assessment process in a more transparent, open to continuous feedback and feedforward, capable of instantaneous targeting and assessment, and supportive of the company's objectives manner. The application will be ready for usage in 2023.

### Document Management System (DMS)

Türkiye Hayat Emeklilik has taken steps to implement DMS in order to serve the purpose of presenting insurance products and services in practical, comprehensible and accessible formats. The goal of this system is to safeguard the continuity of corporate culture and to contact customers in a sustainable manner through the use of digital technologies. In this framework, the project phases were set, a road map was created, and the internal and external stakeholders who would accompany the Company on this journey were identified.



# Digitalization in Employee Applications

**MERPOS  
(Centralized  
Provisioning System)**  
infrastructure  
preparations have  
been completed.

## Process and Document Review

Within the framework of adopting the digital transformation approach in all processes in order to perfect the customer experience, the second phase of the Business Process Design Project, which was initiated in 2021, in line with the objectives of organizing business practices, changing and optimizing the necessary points, working with more efficient processes in every sense, and transitioning from personal memory to corporate memory, has also been continued this year.

Within the scope of the review of the business processes along with associated documents conducted with the vision of identifying operational efficiency and customer focus opportunities and complying with quality standards, the processes and relevant documents of all business units of the Company were reviewed, new processes were designed in line with the requirements, and policies and procedures were developed.

Following this study, the total number of processes drawn regarding all business processes of the Company increased to 783 and the number of documents to 135.

## Information Technology Applications

### MERPOS (Centralized Provisioning System)

It is a software project developed within the Company to provide service across all systems that need credit card collection through a single interface. The infrastructure preparations for the project have been completed, and it is scheduled to be commissioned in 2023 to provide card storage services to various channels such as mobile/web, call center, and external resources (banks and agencies), particularly pension core systems, through Türkiye Hayat Emeklilik services, independent of card issuers.

### Year 2023...

In 2023, transition to Integrated Enterprise Resource Planning (ERP) Project will be enabled for Human Resources Personnel Affairs, Payroll, Recruitment, Talent Management and Training Modules. The objective for the year 2023 is to install the ISO 22301 Business Continuity Management System and develop the required business continuity plans.