

About Türkiye Sigorta

Corporate Strategy and Goals

Türkiye Sigorta aims to be recognized as a global technology company within a decade.

As the leader of insurance industry both in premium production and profitability, Türkiye Sigorta acts in line with the objective of making its leadership position sustainable and performing business in the international arena in the medium term.

Moreover, Türkiye Sigorta that aims to be recognized as a global technology company within a decade is on the path to be a company which is digitally competent in all of the internal and external functions and adopts a perspective of improving the processes within the framework of optimization and automation principles.

The Corporate Strategies of Türkiye Sigorta which grow upon its vision adopted to reach the said objectives are as follows.

Focusing on Solutions Instead of Products

Protection needs of each customer and his/her expectations from insurance are a matter of opinion. Thus, customized solutions are needed. The data derived through the Internet of Things (IoT) and the fast interaction means driven by instant demand will change policy structures as well, resulting in a shift from annual and bulky policy structures to smart, interactive and flexible policy structures. Similar to customers, agencies and bank branches vary. Thus, it is of quite importance to provide sales channels with a personalized experience that meets their individual needs through technology. The only way to achieve this point is to change the perspective of data and use analytics in an impactful way. Within this framework, Türkiye Sigorta devised its ecosystem upon the technological capabilities with a focus on gaining recognition as a technology company.

Possessing such technological capabilities will be possible through a strong and flexible IT structure with a high digital competence in all internal and external functions which utilizes the AI-supported automation opportunities.

Embodying of Insurance

Touching customers' lives is a way to increase the insurance penetration by transposing the "after" in the insurance experience with "before." Being more acquainted with customers requires establishing meaningful interactions with them. Therefore, it is planned to switch to the platform-based business models through the insurance-oriented ecosystem cooperation in order to create value for the customers. In this way, the opportunity to be acquainted with customers by touching the non-insurance spheres of their lives and to offer them customized solutions instead of products will arise.

Through the customer platform, we aim:

- to allow our customers to access the ecosystem related to the insurance products they purchased, to understand them better by means of such access and to manage the data on a separate layer,
- to coordinate the customer experience and the communication that we will continuously establish with each customer in his/her own world and journey,
- to convey the customized content and messages to not only the customer platform, but also the other channels and devices which have an architecture integrated with and connected to this platform,
- to perform a dynamic customer segmentation based on the data which continually increase via self-learning algorithms, and to optimize the prospective experience in line with these segments.

Our target is to automatically coordinate the customer experience and the communication that we will continuously establish with each customer in their own world and journey, through the customer platform.

