

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 Sigorta 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 notion 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 digital-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 were successfully completed, and all customer data in digital channels were transferred to new systems without any loss.

- Health Mobile Application: Comprehensive functions such as viewing policy details, sending indemnity claims and missing documents, and inquiring the residual limit and contracted institutions, and viewing policy activities of dependent holders went live.
- 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. With testing processes completed in 2021, the application is planned to be launched in 2022.

The product to be offered as a mobile application at the first stage will provide customers with basic insurance activities for Pension, Health and Auto Insurance. Later, it will offer services through the web and other channels.

- 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.

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

- 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 to 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 which is currently in test process is planned to be applied in 2022.
- As the first step of sales through digital channels, the development of TCIP Purchase platform was completed. After the tests, it will be put into use in the beginning of 2022.
- With the aim of performing agency opening processes without documents, the project of moving to digital reduced opening times and enabled agencies to complete all their transactions digitally instead of using documents. The project which is currently in test process, will be implemented in 2022.
- The employee communication platform "We Are Together" was established with intranet project. Development processes were completed for the internal customer network where all employees can access all channels, procedures and documents they need -such as news about both the employees and the Company- through a single platform. It will be brought into use in the beginning of 2022.

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 for Business Processes Program, and Customer Platform Phase 2 in 2022.

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

- ◇ Campaign Management
 - Developing a parametric program campaign design on the platform to respond to campaign variables specific to the channel,

- ◇ Request Management
 - Request segmentation by channel,
 - Effective request management,
 - Quick request solution,
 - Request history and request follow-up,
 - SLA,
- ◇ 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:

- ◇ Website
 - Developing the main publicity channel that directs the users to the platform and business partners to necessary applications,
 - Basic Finance, Health, Vehicle and Housing Insurance Developments,
 - 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,
 - Making additional developments to the current application in the field of health,
 - Making new developments in the fields of Vehicle and Housing,
- ◇ Business Partnerships
 - Diversifying business partnerships to go beyond insurance in the fields of Finance, Health, Vehicle and Housing

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

The process of deduplication, simplification and platform-based business model transition that started with the deduplication of mobile applications will continue within the scope of Customer Platform Program Phase 2 Super App.