

Process Management

In 2021, “Business Processes Design Project” was realized in line with the purposes of arranging business manners, changing and optimizing necessary points, working with more efficient processes in every sense and moving from personal memory to organizational memory.

After the merger in 2020, Türkiye Sigorta has become a company that puts its customers and stakeholders at the center, applies data-based decision-making principles, and adopts a digital transformation approach in all its processes to ensure excellent customer experience.

In this context, first phase works of “Business Processes Design Project” was initiated by the consultant company in April 2021 in line with the purposes of arranging business manners, changing and optimizing necessary points, working with more efficient processes in every sense and moving from personal memory to organizational memory. As part of the project, more than 200 online process analysis

meetings were held with all business units of the Company, and over 1,000 current process drawings were made through approximately 900 face-to-face meetings.

All business processes of the Company are drawn, revised, archived and approved in the IBM Blueworks system. Data-based decision points, customer contact points and digital transformation opportunities are identified and displayed on processes. The continuous development cycle is followed by including RPA, Workflow and similar new technologies in these processes.

Within the second phase works, the priority targets for 2022 will be as follows:

- Focusing on areas that will differentiate the Company in the competition, particularly in the areas of health insurance and bancassurance,
- Ensuring that the subjects of platform models, digitalization, automation and machine learning -which have become prominent in the insurance industry- are used within relevant business models,
- Making sure that Company employees who are united within the framework of the process work and the accompanying procedure writing act on the common process and procedure language.



Quality Management

Türkiye Sigorta adopts Total Quality Management as a way of life and fulfills all requirements in order to systematically and regularly raise the quality awareness of its employees, business partners and agents.

Türkiye Sigorta that strives to create value for all its stakeholders is self-confident, virtuous and curious; has high stakeholder sensitivity and high digital competence in all its internal and external functions; and acts with the perspective of applying digitalization principles and simplifying processes in all channels.

Respecting the society and environment that it is a part of, Türkiye Sigorta aims to be an exemplary organization that contributes to the national economy and social life with its stakeholder sensitivity.

Knowing that stakeholder satisfaction can only be achieved through employee happiness, Türkiye Sigorta aims to provide its employees with the most peaceful and best working environment in which they can develop themselves, thus supporting continuous development and learning and being a team.

Within this framework, Türkiye Sigorta adopts Total Quality Management as a way of life and fulfills all requirements in order to systematically and regularly raise the quality awareness of its employees, business partners and agents.

The company standardizes all of its procedures, regulations, policies and forms within the scope of its Quality Management activities, and approves, archives and updates them through the Quality Management System with the support of business units.

Works on the ISO 9001:2015 Quality Certification process started in 2021, and basic ISO 9001:2015 training was provided. To perform the internal audit for all units of the Company in 2022, ISO19011:2018 Internal Inspector training was completed with the participants from other departments.

The Quality Management System (QDMS) application was adapted by the Company to manage, archive and access all procedures, regulations, policies and forms from a single point. In 2021, it handled over 200 procedures and policies with the Business Process Design Project and standardized the procedures under one roof.