

Project Management

With Data Transfer (Migration) Project, the major and most important project completed in October 2021, Türkiye Sigorta realized main insurance package integrations with banks.

Türkiye Sigorta determines, follows and realizes projects to reach the targets such as sustainable leadership, growth and profitability which are its reasons for existing.

Adopting a proactive approach to take systematic and rational decisions in this process, the Company avoids both waste of time and cost increase by putting forth the risks, assumptions and restrictions that can be encountered.

Data Transfer Project completed successfully

Data Transfer (Migration) Project was the major and most significant project completed by Türkiye Sigorta in 2021. Channeling all resources into this project, the Company finalized the project in October and performed main insurance package integrations with banks.

Along with the deduplication of systems, comprehensive integration projects that have been continuing for approximately eight months were launched for the main stakeholder banks. Bancassurance projects carried out for Ziraat Bank and Halkbank focused not only on the technologic deduplication, but also all end-to-end business processes extensively.

Integration processes with Emlak Katılım, Vakıf Katılım, Ziraat Katılım, Albaraka Türk Katılım and Türkiye Finans Katılım were completed until the end of April 2021 with the projects initiated in the field of participation insurance for the integration of main systems. It is ensured that banks can make online production through web services by using Pusula insurance application on their systems.

Process of compliance to IFRS 17 Standards initiated

IFRS 17 Project which was initiated for Türkiye Sigorta's compliance with IFRS 17 Standards and planned to last two years covers several processes that should be arranged on the side of accounting and actuarial units, and integration of the Company's core systems with SAS data tool and DWH arrangements on the side of technology.

PDPL Project comprising all units commenced

PDPL Project was commenced in the last quarter of 2021 as part of the works in compliance with the Personal Data Protection Law. Covering all Türkiye Sigorta units, the project is planned to last one year. Within these works, the processes of all teams which handle personal data are examined and combined into a certain methodology. Moreover, infrastructural arrangements required for data storage, security and disposal procedures are made on the side of technology.

Digital transformation goes on

Türkiye Sigorta aims to develop projects to gain advantage in the field of digital transformation in 2022. Besides, it is planned to realize significant projects at the point of reaching customers through digital media. Strategic projects for 2022 include platform-based business modelling, channel classifications (segmentations), and robotic applications in business projects. These projects aim to derive great benefits with the ability to take action independently of time and space in the journey of service from production to marketing.



Segmentation of bank branches in terms of Insurance potential was initiated

One of the important projects in 2022 will be classified and grouping of bank branches by insurance potential and prioritization of the marketing activities. This project is expected to be completed with the bancassurance channel.

Works on new product offerings proceed

Changing economic conditions and climate change bring along the need for new products in financial insurance market. Furthermore, the projects for new products should be developed to ensure that instruments used in the global insurance industry are utilized in our country as well. Works on new product offerings proceed within the Company in cooperation with certain institutions and organizations.

Other projects planned for 2022 are as follows:

- Implementation of the request management system for all channels,
- Completion of system transitions of TRNC Ziraat Bank to issue online products from branches,
- Performance of needs assessment to open new regions,
- Creation of executive pools for ever-growing regional needs,
- Mutual scanning of Non-Life and Life-Pension Company portfolios and creation of cross penetration,

- Introduction of the systemic developments that the personnel can see their sales instantly,
- Development of the reports that show profitability status of regions,
- Ensuring that all personnel have SEGEM (Insurance Training Center) Licenses,
- Continuation of the training on specialty products (TARSİM, DDAS, Surety Bond etc.),
- Featuring of the profitability-based sales policies.