

Research and Development

Effectively utilizing digitalization in every aspect of its activities, Anadolu Hayat Emeklilik is carrying on in 2018 with its projects to offer personalized, consistent and pleasant customer experience, as well as to ensure operational excellence.

Keeping customer satisfaction in the foreground at all times, Anadolu Hayat Emeklilik continued with its projects to enhance the experience rendered to its customers through all channels and to switch to a dynamic structure that makes the evolving customer expectations the focal point of all its processes. While concentrating on optimizing processes within the frame of Operational Excellence Project, the Company brought the activities for revamping its website, Internet Branch and Mobile Branch to the phase of completion with digitalization projects executed under the "Customer Experience Program" roof. Aimed at ensuring the use of a common corporate language at all touchpoints with the customers, the Brand Personality Project reached its final stage. Work was started to implement the Brand Personality Guide at all touchpoints.

The Chatbot (AHE Assistant) aiming to offer instant and quick support to customers using the artificial intelligence technology, will be launched in the first half of 2019.

Related work continued in relation to the robotic fund advisor (Roboadvisor) that will automatically invest the accumulations of customers in funds to be determined according to their risk tendencies on account of customers.

A pioneer in using new technology, Anadolu Hayat Emeklilik began employing robotic process automation, since it allows quick performance of high number of recurrent operational

transactions with a low error margin. Robotic process automation is planned to be implemented in other suitable processes.

Phoenix, the Basic Insurance Transformation Project of Anadolu Hayat Emeklilik, was given the "Model Insurer" award in the "Legacy and Ecosystem Transformation" category at the Model Insurer Awards 2018 organized by Celent, a global advisory firm in the area of financial services. After the transformation journey in private pension branch that made up the first phase was completed in 2017, transformation of life insurance branch, i.e. the second phase, began, and work continued at full speed.

Efforts were carried on within the scope of the project for Alignment with the Personal Data Protection Law, under which relevant information was provided to customers and progress was achieved in data anonymization and data masking.