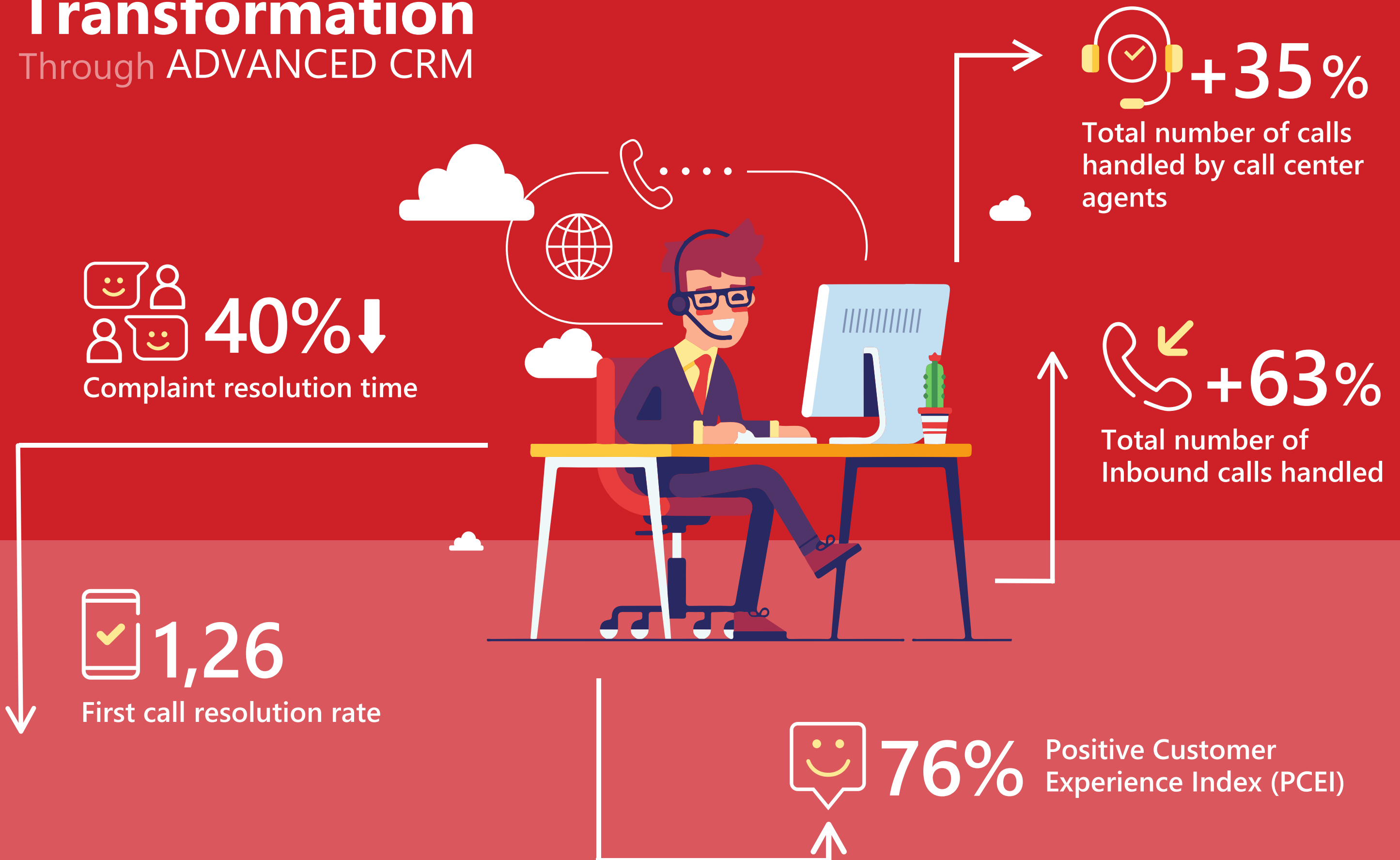


Digital Transformation

Through ADVANCED CRM

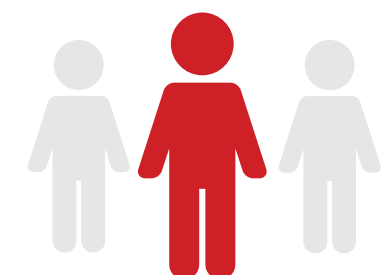


2019 Stevie Awards for Sales & Customer Service



WHY AKSIGORTA NEEDED A CRM SOLUTION?

- ▶ Single Source of Information
- ▶ Cross Sell and Up Sell Capability
- ▶ Process Development and 3rd Party Integration
- ▶ Customer Insights & Analytics



3.000.000+
CUSTOMERS
Non-life Insurance Segment



'We wanted to embed **customer, digital** and **innovation** into the company's DNA.'
Metin Demirel, Aksigorta CIO

FEATURES

| | | |
|-----------------------------|---------------------|---------------------------------|
| 360 Degree View of Customer | Interaction History | Complaints and Service Requests |
| Contact Center Automation | Sales Management | Field Activity Management |