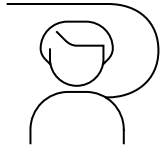




AKSigorta

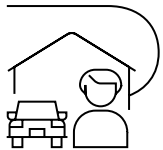
Elevating experiences with innovation and empathy

Case Study



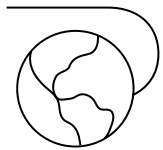
Client profile

Founded in 1960, Aksigorta leads Türkiye's insurance sector with its commitment to customer-centric approaches and innovative solutions. Through sustainable practices and a forward-thinking vision, the company provides comprehensive insurance services that prioritize trust, reliability, and accessibility.



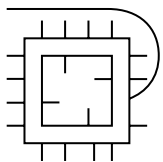
Industry

Insurance



Footprint

The company operates throughout Türkiye, leveraging its expertise to cater to the diverse insurance needs of its customers.



Operational overview

Aksigorta formed a strategic partnership with TP in Türkiye in 2013, starting with a modest team of 16. Over the past decade, this collaboration has expanded significantly. Today, nearly all customer service operations are seamlessly managed through a fivefold-expanded team, aligning with the company's vision of redefining customer satisfaction (C-SAT) and efficiency.

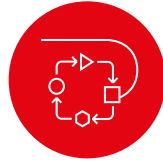


Business challenges

Maintaining leadership in Türkiye's insurance market while adapting to evolving customer demands presents the company with substantial challenges:



Increasing the speed of resolution times to meet rising customer expectations



Navigating the digital transformation process in the insurance industry



Effectively managing customer complaints to boost satisfaction levels

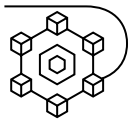


Reducing operational costs while maintaining high-quality services and customer experience (CX)



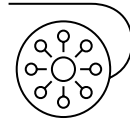
Solution implemented

Aksigorta partnered with TP in Türkiye to overcome these challenges by implementing innovative and customer-focused solutions, including:



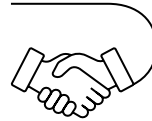
Omnichannel solution

A seamless omnichannel model was adopted, enabling customers to connect through their preferred methods anytime, anywhere. This approach heightened accessibility and service quality across multiple platforms, meeting evolving customer expectations.



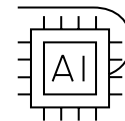
CX transformation

A robust collaboration with its global affiliate, Ageas, contributed significantly to enhancing trust-focused services and operational excellence. This initiative underscored a modernized, digital-first CX.



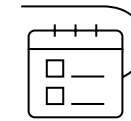
Industry-specific, customer-first approach

A dedicated team was established to prioritize ease and reliability in complaint management, shifting the focus toward empathetic and proactive resolution. This effort transformed the way complaints were handled and created a customer-centric approach.



AI-powered assistant

The client's AI-driven assistant, ADA, was deployed to optimize customer interactions, streamline communications, and improve satisfaction. TP in Türkiye played a key role in managing the project and testing processes to ensure successful implementation.



AI-fueled insights

By leveraging advanced analytics, opportunities to enhance key processes and improve service quality were identified. This data-driven approach supported ongoing improvements and aligned operations with customer expectations.

TP applied its decades of consulting expertise, the backbone of its multi-layered TP.ai FAB platform.

TP.ai FAB: A framework for success

FAB provided the client a structured approach to navigating the complexities of AI adoption. It is our proprietary platform that weaves agentic AI, human experts, and specialized tools into vertical-specific solutions that deliver real outcomes.

INDUSTRY-READY SOLUTIONS

Customizable, end-to-end, and deployable in any environment.

CONTINUOUS IMPROVEMENT

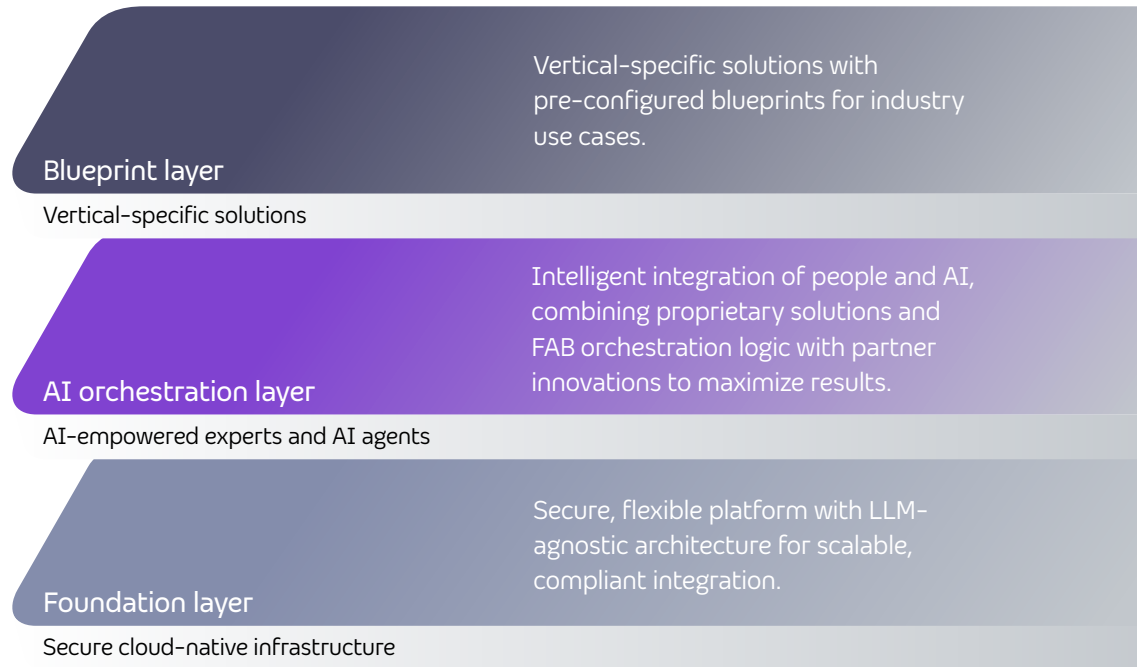
Closed-loop model where AI augments in real time, and humans enhance AI over time.

BUILT TO INTEGRATE SEAMLESSLY

Cloud-first, secure foundation that connects with existing systems.

CERTIFIED SPECIALISTS ON DEMAND

Highly skilled professionals available globally to train models, refine data, and accelerate projects.



Real results

Aksigorta achieved incredible results through its innovative efforts and collaboration with TP in Türkiye:

72%

INCREASE IN NET
PROMOTER SCORE (NPS)

6X

FASTER COMPLAINT
RESOLUTION

40X

DECREASE IN
LEGAL PENALTIES

+30%

DECREASE IN CX
MANAGEMENT COSTS

180%

INCREASE IN COMPLAINT
MANAGEMENT

As a result of this robust partnership with TP, including its holistic FAB approach, Aksigorta received several awards in CX excellence, including:

- Excellent Customer Satisfaction Success Award [sikayetvar.com](https://www.sikayetvar.com) platform, for nine consecutive years. - [sikayetvar.com](https://www.sikayetvar.com)
- Best Customer Experience Team - Türkiye Customer Experience Awards
- Best Remote Team - Türkiye Call Center Awards
- Productive Project Award in the Minimum Technology, Maximum Customer Experience category - CX Awards Türkiye
- Good Idea Award in the Best Digital Customer Experience category! - CX Awards Türkiye



A partnership built on shared vision and achievement

This twelve-year collaboration has played a key role in helping Aksigorta improve C-SAT and achieve operational excellence. By offering tailored solutions that meet Aksigorta's evolving needs, TP has helped them effectively reach the company's goals and maintain a competitive edge in the insurance market.

With a clear focus on delivering value, the relationship continues to support growth, address new challenges, and ensure the diverse needs of customers are met with care and efficiency, paving the way for sustained success.



