RAY SIGORTA

SAP® CRM ENABLES INSURANCE LEADER TO ENHANCE SALES VIA INTERNET CHANNEL

"By leveraging the power of SAP's leadership and experience in the enterprise software market, we succeeded in implementing our customer relationship management project."

Levent Buluşan, Marketing Director for Alternative Sales Channels, Ray Sigorta A.Ş.

QUICK FACTS

Company

- Name: Ray Sigorta A.Ş.
- Headquarters: Istanbul, Turkey
- Industry: Insurance
- Products and services: Insurance policies for transportation, commercial fire and accident, engineering, personal accident, liability, aviation, agriculture, legal protection, and health
- Revenue: €128.5 million
- Employees: 255
- Web site: www.raysigorta.com.tr

Challenges and Opportunities

- Expand sales channels to include Internet, short message service (SMS), and call centers
- Further improve customer satisfaction through the speedy, error-free settlement of policyholder client claims
- Establish IT foundation to support future growth and profitability
- Increase productivity by reducing employee workload

Objectives

- Implementation of integrated sales processes through Internet, SMS, and call centers
- Integrated operation of Internet branch and the call center
- Improvement in customer satisfaction

SAP Solutions and Services

- SAP® Customer Relationship Management application
- SAP NetWeaver® Portal component

Implementation Highlights

- Completed in short time frame: 3 months for initial phase, 4 months for second phase
- Used SAP NetWeaver Portal component for common Web site and secure Internet access
- Deployed "Ray Express" Web site for on-line policy sales
- Leveraged training and service support from SAP and expert business partner at each stage
- Establish company as the first insurance provider in Turkey to make policy sales available via Internet branch, SMS, and call centers

Why SAP

- Support for standard insurance industry-specific best business practices
- Integrated structure on a single platform
- Proven leadership and solution family

Benefits

- Increased revenues through alternative sales channels
- Launched Ray Express Internet sales presence
- Established industry leadership in moving to Internet-based policy sales

RAY SİGORTA
VIENNA INSURANCE GROUP

Success can't afford to sit still. Over the years, Turkey-based insurance leader Ray Sigorta A.Ş. had worked hard for its current reputation. It is now widely recognized in the international reinsurance sector, has one of the highest premium collection ratios in the business, and settles claims in a timely and efficient manner.

However, when executives at Ray Sigorta A.Ş. began to look ahead at emerging trends and market opportunities, it became clear that developing alternative distribution channels for the company's products could be a strategic path to future growth and profitability and an enhanced competitive edge. As it prepared plans to integrate initiatives such as call-center and Internet-based sales channels, Ray Sigorta turned to IT partner SAP for the customer relationship management (CRM) and portal solutions that could help the company successfully realize its ambitious goals.

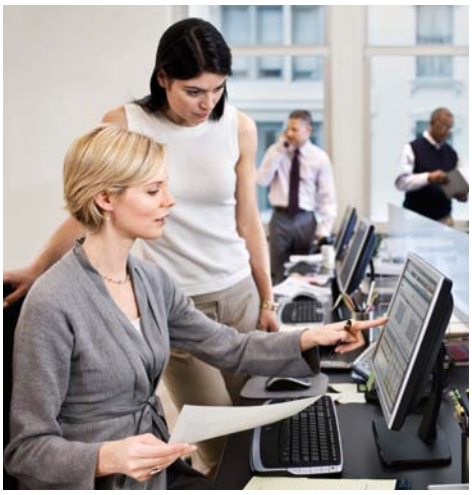
The company has a long history. Ray Sigorta received its charter in 1958 to provide insurance products for predominantly state-owned transportation enterprises. The company operated primarily within the transportation industry and gained valuable experience there in the insurance sector. In 2007 Austria-based Vienna Insurance Group (VIG) acquired Ray Sigorta. Operating via subsidiaries throughout Europe and beyond – and generating gross premium revenues of around €5.9 billion – VIG has 52 years of experience in the insurance industry, providing its customers with insurance products and services for transportation, commercial fire and accident, engineering, personal accident, liability and legal protection, travel, aviation, agriculture, and health. VIG is a market leader in Austria, the Czech Republic, Slovakia, Romania, Bulgaria, Albania, and Georgia. Ray Sigorta is now a public company listed on the Istanbul stock exchange.

In 2009, with a domestic market share of 2.4% and serving over 400,000 individual policyholders, the company generated total insurance premium revenues of approximately €128.5 million. Ray Sigorta provides its current and potential clients access to a widespread service network of over 500 professional agencies, about 300 subsidiary agencies, leasing and brokerage firms, Fortis, and Alternatifbank and Türkiye Finans Katılım Bank branches. To this mix, Ray Sigorta decided to add alternative channels – primarily the Internet – for selling its products directly to individual customers.

New Channels Up and Running Within Three Months

To support its development of Internet and call-center sales, Ray Sigorta initiated a project to implement the SAP® Customer Relationship Management (SAP CRM) application and the SAP NetWeaver® Portal component. "Before we selected a software solution, however, we precisely evaluated what we needed to meet our wide range of objectives," says Tuba Şenay, project director for alternative sales channels at Ray Sigorta. "Rather than just looking at the near future, we also evaluated our long-term needs. We were also looking for software that would integrate with our other IT infrastructures and applications and that we could customize rapidly and practically for our own needs."

Progress was fast; Ray Sigorta's project team completed the deployment of the new software within



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Levent Buluşan, Marketing Director for Alternative Sales Channels, Ray Sigorta A.Ş.

three months. Shortly afterward, the customer rolled out its "Ray Express" Internet presence, offering individual customers secure online access to a variety of insurance products including policies for automobiles, home, and travel. During the project, the team adapted integration points and workflows to conform to both basic insurance processes and Ray Sigorta's specific process requirements. The team integrated a wide range of business processes and created custom solutions and interfaces to meet nonstandard, customer-specific needs. "With respect to the project methodology," emphasizes Şenay, "we used a combination of documentation from both SAP and ourselves. We planned our mission carefully. The project succeeded through professionalism and teamwork."

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Leading the Way with Internet Sales in Turkey

The implementation of SAP CRM to facilitate online sales was a great success and established Ray Sigorta as market leader in this alternative sales channel. "By using the SAP solution to generate business through the alternative sales channel, we heralded in a new era at Ray Sigorta," says company marketing director for alternative sales channels, Levent Buluşan. The Internet channel, Ray Express, has made a real difference to the company's performance. In addition, the capability of processing policy sales via SMS communications and call centers has further put the company ahead of the crowd in the use of alternative sales channels. Customers now have the satisfaction of easy access to the products and information they need to make the best insurance choices.

Adds Buluşan, "After the SAP implementation, we increased company revenues thanks to business via this new channel. We're happy to lead the way in Internet sales in this sector in Turkey."

SAP CRM: Helping Ray Sigorta Meet Customer Needs

More than ever, in today's challenging business environment, best-run companies like Ray Sigorta are staying focused on their most valuable assets – their customers. SAP CRM is helping Ray Sigorta retain their best customers and maximize the effectiveness of every customer interaction – whether it's sales, service, or marketing. Unlike other CRM software, SAP CRM, part of the SAP Business Suite software, not only helps companies address their short-term imperatives – to reduce cost, gain efficiencies, and increase their decision-making ability – but can also help companies like Ray Sigorta achieve differentiated capabilities in order to compete effectively over the long term.

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