



**Şenol ORTAÇ**  
Fiba Insurance  
Assistant General Manager



## INCREASING OPERATIONAL EFFICIENCY

Fiba Insurance was established in 2002. Being one of the youngest companies in Turkish insurance industry, the company succeeded to become industry's one of the most profitable and fastest growing company with its technology investments, widespread network of agents and activities in the field of bankassurance approximately in the last 7 years. The most important thing that separates Fiba from the traditional insurance companies is its notion of technology. The company perceives technology as a competitive strategy support rather than a technical issue.

For an insurance company, the strategies based on the basic operations can be summarized under 5 titles; Production, Collection, Claims, Marketing and Communications. Today, we have industry's the fastest production process, a variety of reliable collection processes with different payment tools, claims process that informs and guides all parties in real-time, marketing processes that analyze the market quickly and position the right product in the correct position channel, qualified and fast communication process with all parties especially with agencies. The most important factor that lies behind these features is technology with no doubt.

At this point, the right technology, and technology vendor should be chosen with great consideration. You can gain strategic advantages only with a technology vendor that really contributes, perceives you as both win-win and lose-lose business partner rather than an old style provider, offers a sustainable structure with its knowledge and power. These are the reasons why we already work with SFS. In summary SFS technologies support Fiba Insurance's stable and profitable growth targets.