



**Sema BULUTLU**  
AIG Insurance  
Assistant General Manager

## PROACTIVE MANAGEMENT

Creating differentiation and competitive advantage is possible only with the technology support that develops company's infrastructure in insurance sector as in all other sectors. Admittedly, it is the fact that the sector is racing with time and the right technologies save us time. Expectations, needs and requirements have grown and diversified so much that in sector's current circumstances, every thing had to be done yesterday and the principle time saving factor is technology. As much as the operations are automated and the workload is passed to technology, we will have that much of time for thinking and action, which will raise our efficiency and enhance our life quality.

In this aspect, the return of Claim Plus solution, which was implemented successfully by means of our project team, Volkan EMİR ve Fatih KANAY, working closely with SFS, is so impressive. The solution will enable fast and effective inter partes communication in each phase of the claims process, remind on time, arrange necessary forms, speed up the process and enhance trust. By means of the solution, the fraud claims will be determined faster and easier, reserves will be updated automatically, the abroad AIG managers will be able to participate in the claims process, the arrangement and delivery of reports will be done automatically. In short, the claims process will become faster, dependable and efficient than it had never been.

Proactive management requires technological investment and more importantly, like in all other fields, it is so crucial for you to choose the right partner to be satisfied with technology.

