



## EFFICIENCY AND PROFITABILITY IN COLLECTION PROCESSES

Aviva Insurance Inc. is a member of British Insurance Group AVIVA plc., the world's fifth-largest insurance group and the biggest in the UK. Aviva Insurance Inc. was established in 1988 in Turkey and is the first insurance company with specialized insurance services in Turkish Insurance Industry. Today, Aviva Inc. works with over 600 agencies and 800 bank branches.

Aviva Inc. has been using SFS Insurance Solutions since 1994 in its headquarters, district offices and bank branches. Aviva has been working with SFS within SLA (Service Level Agreement) and outsourced its application consultancy services since 2005 to SFS.

The Collection Plus Project was implemented for quicker, more efficient and reliable collection processes, consists of 5 components; Virtual POS, Independent Virtual POS, Interest Structure, Collection Delay Structure and Automatic Endorsement Engine. Within the scope of the project, real-time collection during and after policy production with the credit cards and installment credit cards cancellation, partial refund and return procedures, automatic notification and cancellation procedure covering non-paid payments. Automatic creation of endorsement and interest cost implementation for installment sales were also provided. Aviva Insurance reached a wide range of collection opportunities. Through the project, collection of cash payments with all credit cards and installment payments with credit cards belonging to 10 different banks is possible. The project allows the production only with credit cards in the desired agencies and secondary agencies and with the improved collection of diversity; it eliminates the risk of collection derived from sales channels.

Taken as a whole, the costs and risks of collection process were reduced, the company has increased efficiency and profitability with Collection Plus.

**Tülay VİDİNEL**  
Aviva Insurance Inc. Financial Affairs Group President

