



MENEKŞE UÇAROĞLU
IUC GROUP

Customer - Centric Platforms

Leveraging digital platforms for improved customer experience, operational efficiency and navigating challenges

2025 JUNE
BATUMI

CONTENT



Benefit Global Assistance



Problem & Solution



Products/Services



Next Level - Customer - Centric Platforms



"MAXIMUM SAVINGS, MAXIMUM PROTECTION"

Founded in 2007, Benefit Global is an organisation that operates with the aim of eliminating or alleviating the burden of the expenditures that individuals cannot avoid spending in their daily lives, by making them part of a purchasing system for the purchase of services and products that are critical for themselves and their living standards, by enabling them to have these services and products with the assurance of high quality and brand standards generally accepted in the society, free of charge, with attractive discounts and convenient payment terms.

IUC Group

2025



As the leader of its sector, Benefit Global is the preferred service provider for leading insurance and pension companies in Turkey and the world, as well as banking groups.

Benefit Global serves over 6 million customers, 95% of the Turkish insurance sector.

CONTENT



Benefit Global Assistance



Problem & Solution



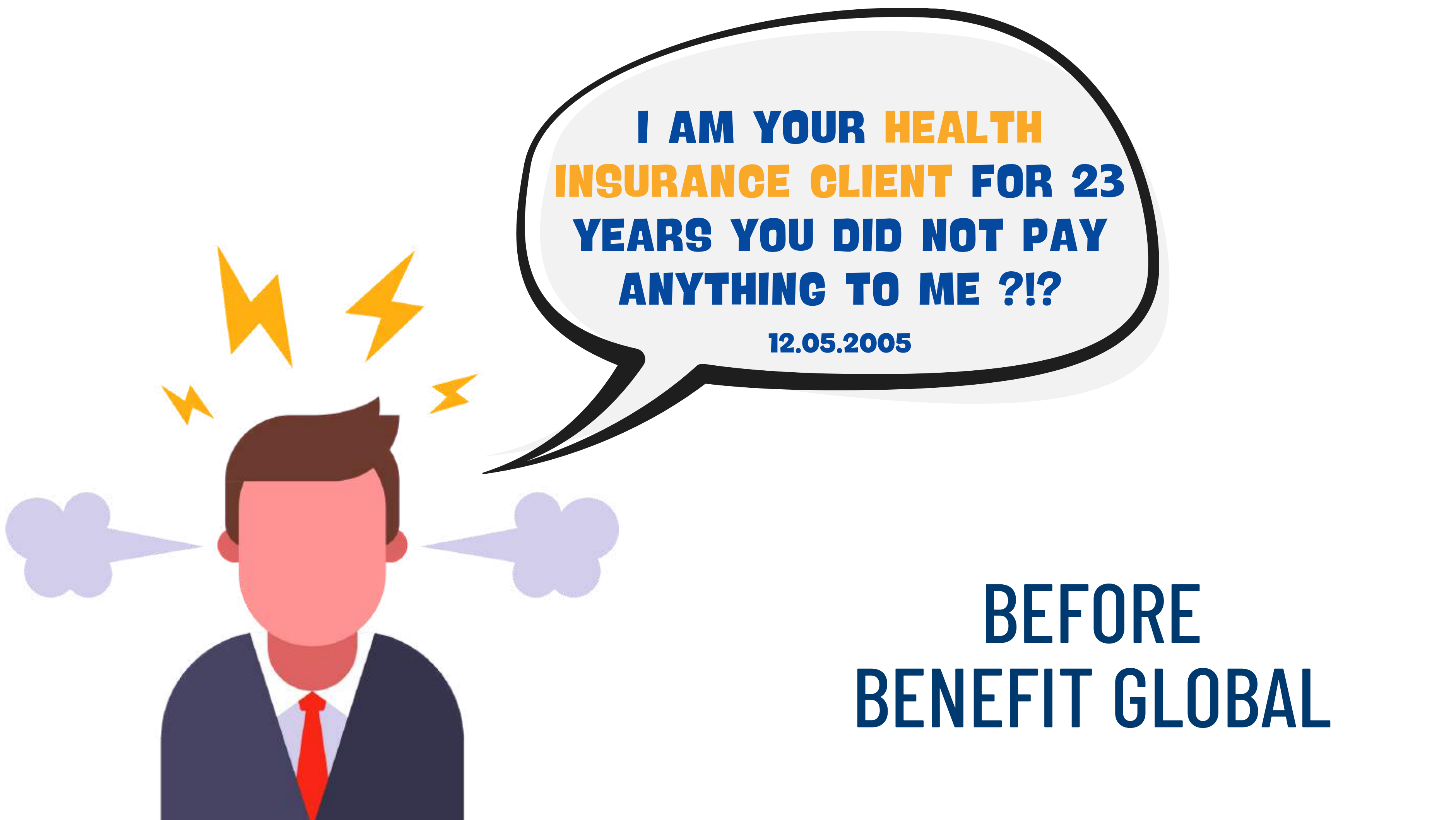
Products/Services



Next Level - Customer - Centric Platforms



HOW CAN INSURANCE COMPANIES RETAIN CUSTOMERS AND INCREASE PENETRATION ?

An illustration of a man with brown hair, wearing a dark blue suit, white shirt, and red tie. He has a speech bubble coming from his mouth. Above his head are four yellow lightning bolts. To his left and right are two purple cloud-like shapes. The speech bubble contains the text: "I AM YOUR HEALTH INSURANCE CLIENT FOR 23 YEARS YOU DID NOT PAY ANYTHING TO ME ?!?" and the date "12.05.2005".

**I AM YOUR HEALTH
INSURANCE CLIENT FOR 23
YEARS YOU DID NOT PAY
ANYTHING TO ME ?!?**

12.05.2005

**BEFORE
BENEFIT GLOBAL**

AFTER BENEFIT GLOBAL THE ROAD TO SUCCESS

April, 2007

Additional Services Bundled to Policies

BENEFIT SAVING PLANS

Satisfied customers without any claim
to Insurance Companies



CONTENT



Benefit Global Assistance



Problem & Solution



Products/Services



Next Level - Customer - Centric Platforms

BENEFIT GLOBAL IS THE INVENTOR OF SAVING PLANS SYSTEM

1. Sector Pioneer

First product was dental saving plan.

For 16 years, it has been a leading service provider in Türkiye, serving over 19,000,000 customers and 74% of the insured persons in Türkiye

2. Call Center Service

With our in-house call center service, we can continuously monitor and manage the process and ensure 100% customer satisfaction

3. Reporting System

With our advanced CRM system, we can present the requested reports in the requested detail and customize them according to the desired criteria

BENEFIT SAVING PLANS SCHEME



Health
Solutions



Residential/Workplace
Solutions



Lifestyle
Solutions



Automotive
Solutions



BENEFIT GLOBAL PLANS BUNDLED TO INSURANCE POLICIES

	DENTAL	FILLING	DIETICIAN	PSYCHOLOG	CHECK UP	EYE	PHARMACY	OPTICS	ONLINE DR	ONLINE PSYCHOLOGIST	ONLINE DIATICIAN	REPAIR AND MAINTENANCE	CLEANING	ONLINE SERVICES	DISCOUNT VOUCHERS	PET	DIGITAL ENTERTAINMENT	VIP SERVICES	CHILD RELATED SERVICES	OTHER
EMERGENCY HEALTH	X	X	X	X	X	X	X	X	X	X	X									
FOREIGNER HEALTH	X					X	X													
CRITICAL ILLNESSES		X	X	X		X	X	X												
COMPLEMENTARY HEALTH	X	X	X	X	X	X	X	X	X	X	X									
PRIVATE HEALTH	X	X	X	X					X	X										
GROUP HEALTH	X	X	X	X		X	X													
HOUSEHOLD	X						X					X	X	X		X	X		X	
CONTENTS	X		X	X		X	X		X	X		X	X			X	X			X
EDUCATION INSURANCE																			X	
PERSONAL ACCIDENT	X	X	X	X	X	X	X	X			X	X					X	X		X
PENSION	X		X	X	X	X	X	X		X	X				X					
MOTOR	X																			X
LOYALTY PLANS	X	X	X	X	X	X	X	X	X	X	X	X	X	X				X		
CREDIT PENSION					X															
AFFINITY CLUBS	X		X	X	X	X	X	X	X	X	X	X	X	X	X		X	X		
PET INSURANCE				X	X															X
MEDIUM SIZE COMMERCIAL	X				X	X						X	X	X		X				X

CONTENT



Benefit Global Assistance



Problem & Solution



Products/Services



Next Level - Customer - Centric Platforms

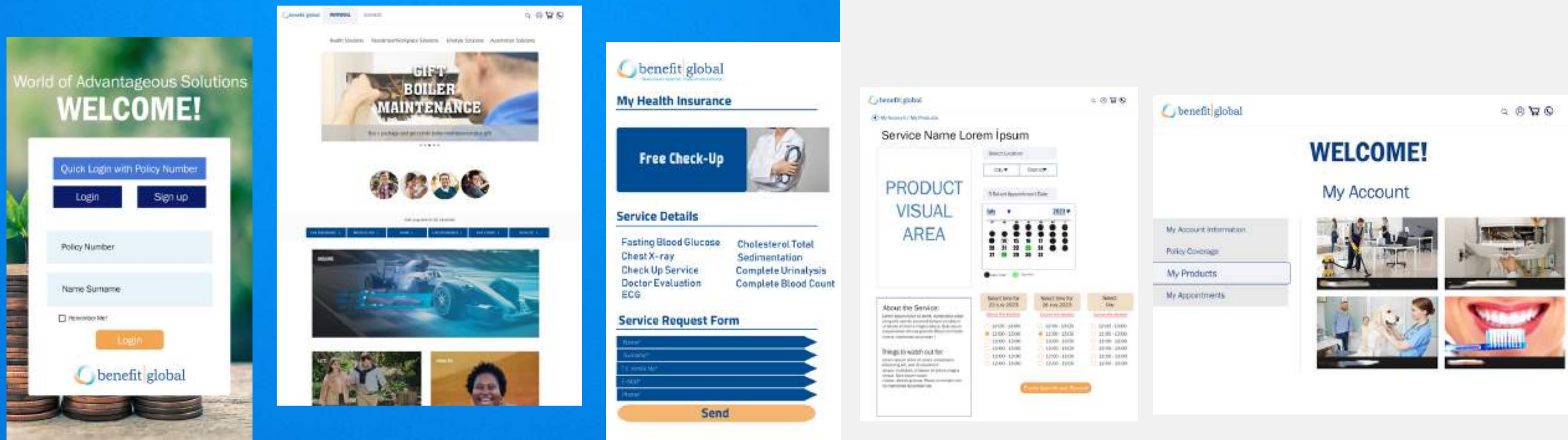
NEXT LEVEL !

BENEFIT GLOBAL BECOMES AN ONLINE MARKETPLACE FOR INSURANCE CLIENTS

Policy holders can choose all these advantages, services and various benefit plans according to their needs and they can benefit from special discounts even if these plans are not bundled to their policies.

With flexible benefits, people and culture solutions and more, what's best for your people and your customers;

- Benefit Your Customers
- Benefit Your Business
- Benefit Your Employees
- Benefit Society



World of Advantageous Solutions

WELCOME!

Quick Login with Policy Number

Login

Sign up

Policy Number

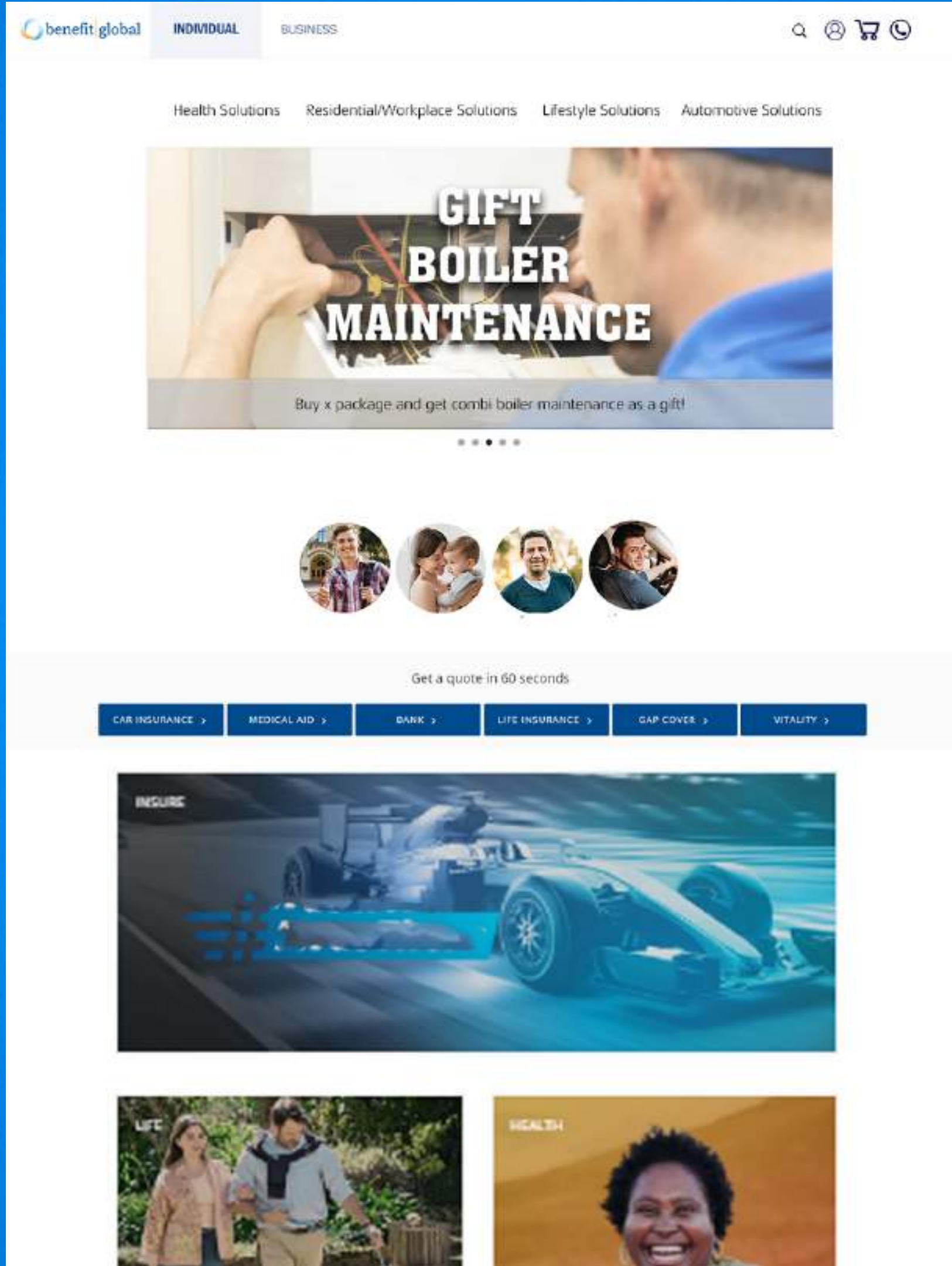
Name Surname

☐ Remember Me!

Login

 benefit | global

This custom-built application enables insurance companies to provide personalized services to their policyholders through seamless digital access. By logging in with their name or policy number, users can view their insurance benefits and access a wide range of services — including those outside their policy — with discounted rates. The app simplifies how services are offered and strengthens the relationship between the insurer and the insured.



Thanks to direct system integration, policy details are displayed automatically. Policyholders can easily:

- See which services are free or discounted
- Request services with a single tap
- Choose suitable appointment dates
- Receive SMS updates on appointment status
- Track and manage appointments via web

The entire process is intuitive, fast, and transparent.

My Health Insurance

Free Check-Up



Service Details

Fasting Blood Glucose	Cholesterol Total
Chest X-ray	Sedimentation
Check Up Service	Complete Urinalysis
Doctor Evaluation	Complete Blood Count
ECG	

Service Request Form

Name*
Surname*
T.C. Kimlik No*
E-Mail*
Phone*

Send

Companies can also assign reward points instead of additional benefits through the app's built-in wallet system. These points allow users to:

- Access extra services for free or at discounted rates
- Flexibly use their benefits as they prefer
- Experience personalized service based on their needs

This model supports customer satisfaction, loyalty, and long-term retention.

Service Name Lorem Ipsum

PRODUCT
VISUAL
AREA

Select Location

City ▼

District ▼

3 Select Appointment Date

July ▼ 2023 ▼

PT	SA	SA	PT	CO	ET	PT
●	●	●	●	●	●	●
●	14	15	16	17	●	●
20	21	22	23	24	●	●
27	28	29	30	31	●	●

● Uygun değil

● Seçiminiz

About the Service:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan.

Things to watch out for:

-Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan.

Select time for
23 July 2023[Cancel the election](#)

- ☐ 12:00 - 13:00
- ☒ 12:00 - 13:00
- ☐ 12:00 - 13:00
- ☐ 12:00 - 13:00
- ☐ 12:00 - 13:00
- ☐ 12:00 - 13:00

Select time for
28 July 2023[Cancel the election](#)

- ☐ 12:00 - 13:00
- ☒ 12:00 - 13:00
- ☐ 12:00 - 13:00
- ☐ 12:00 - 13:00
- ☐ 12:00 - 13:00
- ☐ 12:00 - 13:00

Select
Day[Cancel the election](#)

- ☐ 12:00 - 13:00
- ☐ 12:00 - 13:00
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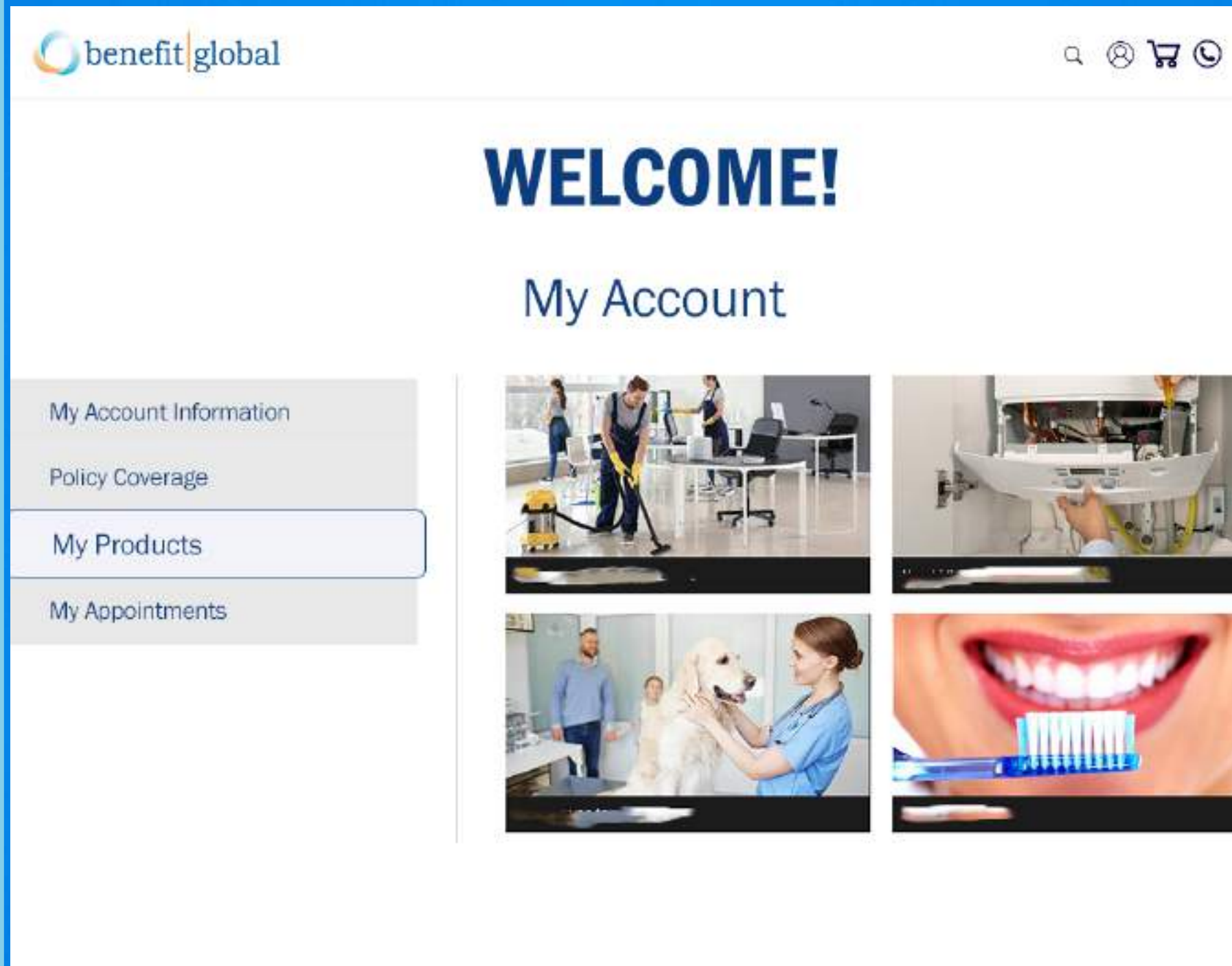
Create Appointment Request

Empower both your employees and your organization.

Set a flexible budget for employee benefits and let them manage it themselves—saving you time and effort.

With the app, users can:

- Access wellness and lifestyle services
- Benefit from discounted or extra services beyond their policy
- Submit service requests 24/7
- Schedule and track appointments easily
- Use services anywhere in Türkiye



Institutions also benefit from real-time tracking and insights.

With just one click, companies can:

- Generate usage and activity reports
- Monitor service trends
- Measure employee or policyholder satisfaction
- Respond to complaints quickly through the app

This data-driven approach turns benefit management into a smart, scalable, and fully digital experience.



MENEKŞE UÇAROĞLU IUC GROUP

TEŞEKKÜRLER!
GMADLOBT

THANK YOU!
გმადლობთ

2025 JUNE
BATUMI

