

Predictive Analytics Solutions for Insurance Companies

Are you achieving maximum benefits from predictive analytics solutions?

A slow economy is the best time to leverage predictive analytics.

Predictive analytics is essential for the protection of revenues and margins by enabling more effective decisions in the underwriting, claims, marketing and customer care areas.

And, they provide the most cost-effective path for gaining sustainable competitive advantage.

C-Metrix Segmentation & Predictive Analytics Solutions have been deployed at insurance companies with following results:

SOLUTION	RESULTS
Price Optimization Loss Reduction	Enabled a workers compensation insurance underwriter to optimize pricing leveraging unique C-Metrix data assets and more precise predictive modeling. Led to significant loss reduction.
Loss Ratio Improvement	Reduced loss ratio by 15% for a leading commercial P&C insurance company through more effective segmentation.
Marketing Analytics	Increased customer acquisitions by 50% and profitability by 90% for a life insurance company via targeted marketing campaigns based on accurate profitability profiles of prospects.
Retention / Attrition Analytics	Reduced attrition related costs by \$30 million annually for a major health insurance underwriter by utilizing proprietary C-Metrix data assets and unique attrition model.
Claims Processing Analytics	Decreased claims processing costs by 20% for a leading healthcare insurance company utilizing models that optimized the classification, sequencing and treatment of claims.
Severity Forecasting	Reduced average severity of claims for a top tier auto insurance underwriter by developing a model to identify overwriting in auto repair estimates.
Acquisition Expense Allocation	Improved quote conversion for the Professional Liability Division of a specialty insurance company by developing an effective methodology for allocating acquisition expense to its policies based on causal cost drivers.

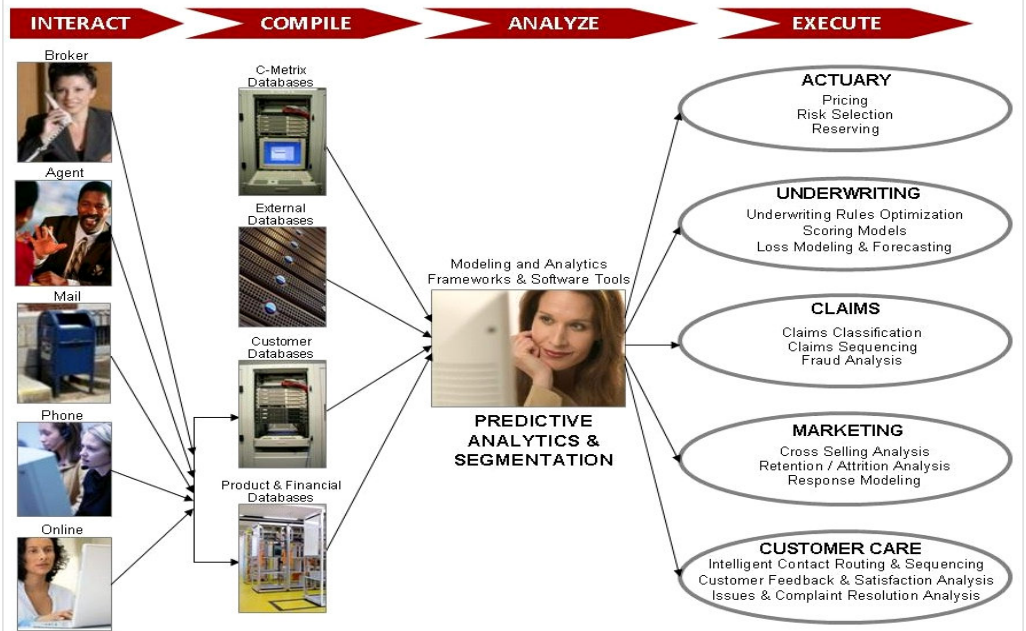
Overview of C-Metrix Framework for Predictive Analytics Solutions

C-Metrix' utilizes customer data along with product and financial data to enable insurers to make more accurate and precise business decisions via segmentation and predictive analytics.

Customer data is compiled from various internal sources including customer interaction & transaction, credit & billing as well as proprietary C-Metrix and external databases.

Customer, product, and financial data are analyzed and modeled using a variety of methods and techniques from statistics, econometrics, neural networks, and other decision sciences.

The analytic procedures and models are automated using standard or custom built software tools that can be deployed on a number of platforms.



Sample of C-Metrix Predictive Analytics Solutions for Insurers

Loss Modeling & Forecasting
Pricing Optimization
Risk Selection
Reserving Optimization
Customer Profitability Analysis
Customer Lifetime Value Analysis
Customer Retention / Attrition Analysis
Customer Churn Optimization
Claims Classification & Sequencing
Fraud Analytics

C-Metrix Methodologies & Techniques for Predictive Analytics

We apply the most effective methodologies and techniques from a variety of decision sciences to analyze and model customer socio-economic-demographic, health/injury, attitudinal, behavioral and transactions data to gain actionable insights about them, make predictions about their future behavior and recommend the best action path for the insurer. Methodologies and techniques we use include:

Cluster Analysis	Factor Analysis	Conjoint Analysis
Multidimensional Scaling	Perceptual Mapping	Discriminant Analysis
Principal Component Analysis	Regression Analysis	ANOVA Analysis
CART Analysis	Discrete Choice Analysis	Neural Networks

C-Metrix Data Proficiencies and Unique, Proprietary Data Assets

We have deep expertise in customer data and extensive knowledge of data sources for insurance companies, both internal and external. In addition, C-Metrix has databases containing unique data on insurance customers including socio-economic-demographic attributes, health/injury profiles, attitudes, and behaviors compiled from primary and secondary research over the last dozen years. These data combined with data from the insurer's internal databases as well as external sources provides the foundation for unmatched results from customer insight & analytics solutions.