

Insurance Company Case Study

The Challenge:

A premiere international insurance provider wanted to increase customer value by providing their premium products to those consumers most likely to make purchases. They understood that to increase revenues and reduce marketing expense, they needed to sell more products to existing customers.

How could they identify those customers who were most likely to buy and what products should be offered? Traditional practices required standard sales lead qualification. These practices did not meet the company's sales goals.

The Result:

ATi was engaged to analyze the client's customer data and create a tailored solution combining the power of our predictive analytics and proprietary technologies. ATi specifically met the following client objectives:

- Predict the customers most likely to purchase additional policies.
- Predict potential new customers most likely to purchase a new policy
- Profile current loyal customers and the drivers of their purchases

ATi created rich, actionable profiles so that such individuals within a given target segment could receive relevant offers that would generate the highest level of satisfaction and revenues. Sales increased significantly and more importantly, so did customer loyalty.

Based on these profiles, ATi predicted those customers who were most likely to purchase a given type of policy with a 26% improvement over best practices previously used by the client. The ability to understand a customer's needs through a predictive behavior profile provided a true benefit to all.

Client:
Insurance Company

The Challenge:
Predict Customers Likely to Buy More

The Result:
Increased Revenues from Improved Profiles

The Solution:
Analyze Data and Profile Loyal Customers

The ATi Advantage

Data Driven

Technology

Analytics

Results

Call us to learn how we can help identify likely buyers and increase sales with Intelligent InformationSM—it's the ATi Advantage.



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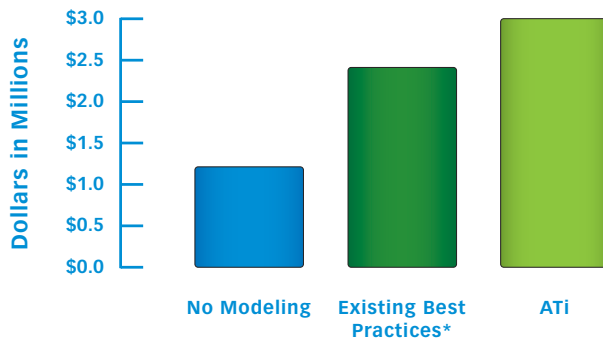
The Solution:

Like all insurance providers, this company needed to grow revenues while minimizing costs. They needed a solution that could accurately market to their customers those policies and offers that would best meet the customers needs. ATI used state-of-the-art technologies and proprietary analytics software to combine all sources of data and integrate them into one central repository for real-time analysis. All of the data was analyzed through robust scientific models to identify behaviors and actions—with considerable accuracy. Output created immediate decision-making criteria.

*Best Practices included neural networks, CART, logistic regression and various others. The prediction of policy purchases are based on socio-demographic data and previous purchases.

ATI's custom analytics solution identified the true value of loyal customers and the key drivers of preferences and loyalty. ATI's 26% improvement in profiling predictability generated \$600,000 in incremental revenue based on a sample of 100,000 customers and a net profit of \$200 for each policy sold.

\$ Revenue from Correctly Identified Individuals Buying a Trailer Insurance Policy



Adaptive Technologies, Inc., (ATI) helps business leaders make better decisions. We provide organizations with tailored business intelligence and advanced predictive analytics solutions turning cross-enterprise data into intelligent, actionable information. We empower leaders with Intelligent InformationSM that improves performance, reduces costs and optimizes relationships. ATI helps you **Decide. With Confidence.**

Call us to learn how we can help identify likely buyers and increase sales with Intelligent InformationSM!