LexisNexis® | RISK SOLUTIONS | Insurance

Attract the risks you want to write

Help increase profitability with a comprehensive view of risk

Develop a clearer view of commercial risks by leveraging the wide range of data sources available through the **LexisNexis® Attract™ for Commercial Scoring Suite**. Access multiple predictive loss models, including both FCRA and non-FCRA options, to more easily incorporate scores for businesses, business owners and commercial drivers.

Capture a more predictive view of risk in a complex market

The commercial insurance marketplace is incredibly diverse, and with a wide range of funding sources available, traditional financial data may not provide all the information you may need to rate accurately. To stay competitive, you may need to leverage a wide range of data to ensure you capture the most predictive view of risk for the businesses you serve.

Evaluate commercial risk using financial and complementary data sources

Many carriers already use a commercial credit score when underwriting commercial lines. However, commercial credit scores are designed to predict financial risk, not insurance risk.

Developed over five years using more than $19 billion in policy premiums, LexisNexis® Attract™ for Commercial's suite of proprietary predictive scoring models uses policy and loss data to rank commercial risks by loss ratio and/or loss frequency. You can use these models to help make segmentation or automated, data-driven decisions that help you identify and acquire the types of risk you are targeting — empowering you to improve overall profitability.

The power of these proprietary models comes from incorporating credit and complementary data from multiple sources:

Commercial credit and business data

Business demographics

Business owner and/or commercial driver data, including personal credit and public records

All LexisNexis® Attract™ scores can be **integrated into your existing ordering infrastructure**, enabling you to adopt these models into your workflows with minimal IT integration.

Reduce information gaps and optimize hit rates by using multiple financial data sources

Carriers that use Attract can access multiple models through a single point of entry, using a waterfall method that automatically transitions to another data source if a given source does not return a score. This sourcing method helps carriers realize optimal hit rates, as high as 98%, depending on the data source.

Choose the models that fit your needs

Unique predictive models for a variety of policy and business types

LexisNexis® Attract™			
	Business Owners Underwriting	**Commercial Auto Underwriting**	**Commercial Underwriting**
Target market	BOP (Business owner's policy)	Commercial Auto	Scorecard based on business size/ # of employees
Scoring focus	Business owner	Drivers	Business entity
Predicts	Business owner loss propensity	Driver-specific loss propensity	Business entity loss propensity
Source	Two separate models: • Consumer credit data (FCRA) • Public records attributes (Non-FCRA)	Public record attributes	Business credit data
Regulatory requirements	FCRA and Non-FCRA	Non-FCRA	Non-FCRA
Inquiry requirements	• Individual name • Address	• Individual name • DOB • DL number and state	• Business name • Address
Potential max scorable rates	95%	**96%** driver match **98%** policy match	82%

Leverage the power of predictive models

LexisNexis® Attract™ for Commercial Underwriting can help increase your coverage and protect your profitability:

Attract the risks you want and help improve retention rates

With better coverage, you can identify good risks and rate them appropriately to help increase your conversion rate. Accurate rating also reduces the chance of highly valuable businesses shopping with or moving to a competitor when it's time to renew.

Rate the risk more precisely

Risk-based pricing helps you to price more accurately and offer more competitive pricing. You can also set more effective rate policies for those customers who are currently rated neutral.

Mitigate adverse selection risk

Robust scoring provides a more complete picture of risk. And by increasing the information you incorporate and the volume of risks that you score, you can also help minimize the possibility of underpricing a high risk or being subject to adverse selection.

Enhance underwriting efficiency

Risk scores enable straight-through processing (STP) by helping to identify queries that don't require human intervention. Increasing STP can help lower underwriting costs and allow underwriters to spend more time on the applications that require complex risk analysis.

Improve the customer experience

Customers expect quick turnaround times. With more accurate pricing and increased STP, insurance carriers can offer their agents and commercial customers a better experience, while increasing their agents' potential to service a direct presence.

For more information about LexisNexis® Attract™ for Commercial Insurance Scoring Suite, or to get a more detailed overview of our solutions: Call **800.458.9197** or email **insurance.sales@lexisnexisrisk.com**

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About LexisNexis Risk Solutions

LexisNexis® Risk Solutions harnesses the power of data and advanced analytics to provide insights that help businesses and governmental entities reduce risk and improve decisions to benefit people around the globe. We provide data and technology solutions for a wide range of industries including insurance, financial services, healthcare and government. Headquartered in metro Atlanta, Georgia, we have offices throughout the world and are part of RELX (LSE: REL/NYSE: RELX), a global provider of information-based analytics and decision tools for professional and business customers. For more information, please visit www.risk.lexisnexis.com and www.relx.com.