LexisNexis® RISK SOLUTIONS

Insurance

Find standout commercial insurance prospects from enriched data on over 7.5 million business contacts.

Gain insights on the most valuable leads

In sales, timing is everything. Imagine if you could approach your prospects when changing providers or renewing their policy is top of mind. By harnessing the power of workers compensation policy data you can discover a wealth of information, including their predicted renewal date. Imagine also if you knew your prospect's carrier, company name, zip, SIC code, and employee size before you ever pick up the phone. You could position your offerings more effectively and set yourself apart from the competition.

ProspectBase is a web-based lead intelligence and management tool. This tool, based on workers compensation policy information, provides the business information needed to target high value prospects. Each prospect profile is compiled from market intelligence sources and policy specific information, including carrier and predicted renewal date.

Knowledge is power. Many businesses are renewing their other commercial lines of insurance at the same time as their workers compensation policy.

Utilize the information to your advantage.

By identifying the businesses that meet your underwriting appetite, knowing where they are located and being able to take action within the appropriate decision window, you gain unparalleled insight into the marketplace and position your organization for success.

Why LexisNexis® ProspectBase®?

This interface is a powerful, easy-to-use tool for field associates to work with agencies to increase premiums. The integration of various sources of information provide opportunities to close more sales and increase cross-selling opportunities. It provides a proven business development focus for the entire business unit which is tactical and customizable. The prospect records can include the predicted renewal date, carrier, headquarter location, contact name, SIC code, class code and employee size.

With ProspectBase, you are able to find the best prospects in your region or territory based on your underwriting guidelines.

You can utilize the tool to:

• Know workers' compensation predicted renewal date, carrier and purchasing location

• Calculate the total workers' compensation opportunity to insure each prospect

Use the tool for marketing and sales planning to:

• Find pockets of opportunity (low penetration-high opportunity)

• Determine how to prioritize sales efforts and resources

• Outline how to assemble, distribute, track and measure interactions between field reps, their agencies and the carriers best prospects and customers

With ProspectBase you are able to gain unparalleled insight into the marketplace to position your organization for success by integrating workers compensation policy data into your strategic and competitive analytic studies and, in turn, set you apart from the competition.

Who
Identify the best prospects for your underwriters' appetite:
• By Type of Business (SIC Code)
• By Geography
• By Size (#Employees)
• By Carrier

How
Know your prospect and target your sales and marketing message (tailored product offerings based on their type of business)
• By Type of Business (SIC Code)
• By Size of Business
• By Geography
• By policy purchasing location

When
Determine the appropriate time to contact based on predicted renewal date.

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For more information, call 800.869.0751 or email
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About LexisNexis Risk Solutions

At LexisNexis Risk Solutions, we believe in the power of data and advanced analytics for better risk management. With over 40 years of expertise, we are the trusted data analytics provider for organizations seeking actionable insights to manage risks and improve results while upholding the highest standards for security and privacy. Headquartered in metro Atlanta USA, LexisNexis Risk Solutions serves customers in more than 100 countries and is part of RELX Group plc, a global provider of information and analytics for professional and business customers across industries. For more information, please visit www.risk.lexisnexis.com.