If you don’t keep up with your insurance customers, you could miss out.

Insurance carriers are often left in the dark about their customers’ important life changes. By uncovering these knowledge gaps, you can increase retention, improve loss ratios and identify opportunities.

It’s time to shed light on what insurance carriers can do about the reasons for the gaps.

How quickly is life changing?

LexisNexis® Active Insights lets carriers know when a life change occurs. With this information, carriers can proactively reach out to their customers and advise them on the appropriate actions needed to reflect these important changes.

Sources:
1. Pew Research Center, Social & Demographic Trends
2. LN DD HRRT Study comprised of 25 carriers
3. LexisNexis Risk Solutions Active Insights Analysis 2018-2019
4. Centers for Disease Control and Prevention, National Marriage and Divorce Rate Trends
5. LexisNexis Risk Solutions Auto Shopping Study 2018
6. US Census

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Finding solutions to close the knowledge gap

By leveraging the LexisNexis® Active Insights platform, you will be able to gain insight and take action on important changes within your policyholders’ lives.

To get started with Active Insights in as little as 30 days, contact us at 1-800-458-9197 or email insurance.sales@lexisnexisrisk.com.