



Actionable intelligence for
active risk management

LexisNexis® Active Insights enables a highly proactive approach to customer engagement and retention.

As people's lives progress and change, so do their insurance needs. From selling a home to adding new drivers to the household, risks change and often change leads to shopping for a new carrier. Knowing about these events at the right time can help insurers proactively address and manage the customer relationship before the change negatively impacts the business.

Increase retention

Using multiple data sources and advanced analytics, LexisNexis® Active Insights can automatically notify insurers of activities that will likely impact policyholder needs before they actually affect retention.

Identify opportunities

LexisNexis Active Insights can help insurers monitor and anticipate key events so they can proactively engage customers at the right time and in the appropriate context to better accommodate their new or changing coverage needs. This active approach deepens existing relationships while strategically growing the book of business at a fraction of typical acquisition costs.

Improve loss ratio

Insurers can choose to be alerted to specific events so that they can assess and take appropriate action to ensure that the right premium for the risk is reflected before it negatively effects the customer and the business.

Reduce expenses

LexisNexis Active Insights delivers a variety of information that provides insights that can help insurers reduce expenses associated with broad outreach by fine-tuning messaging and tactics for more precise and well-timed targeting.

When life changes, so do insurance needs

You can be proactively notified of major changes in your policyholders' lives:

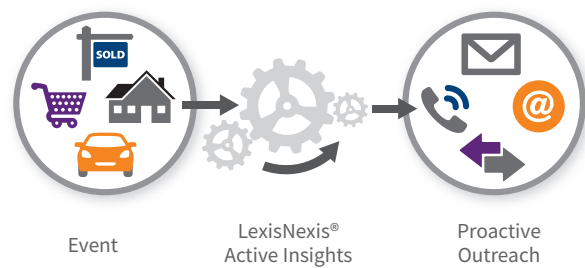
- New drivers in the home
- Home listed for sale
- Death in the policyholder's network

You can also be alerted to a policyholder's shopping for insurance so you can reach out before they switch.

How it works

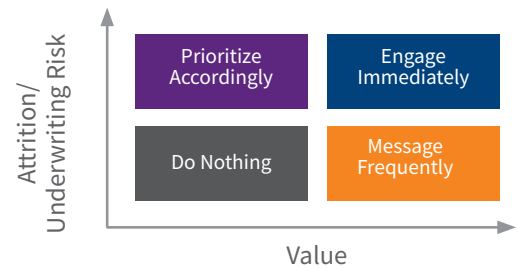
LexisNexis will:

- Update 10,000 data sources daily, weekly, monthly or on custom intervals
- Generate scores, attributes and insights proactively as the data arrives
- Match events to policies in your monitored book of business
- Proactively notify you when a notable event occurs so that you can take action

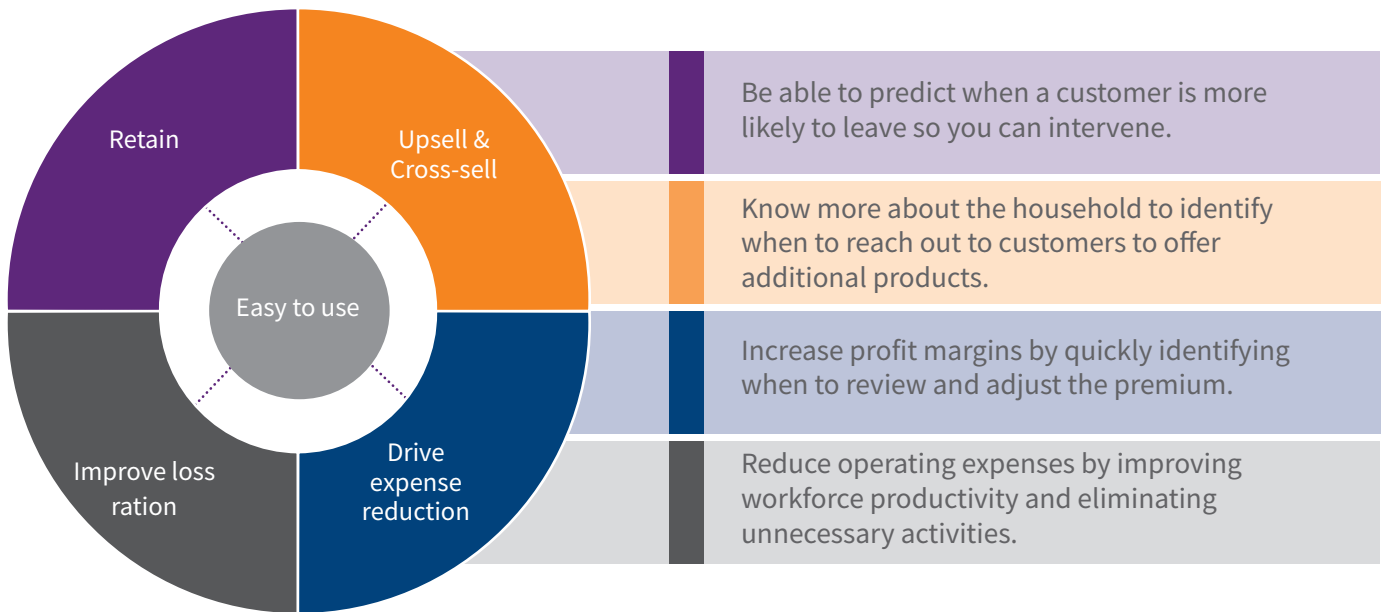


Active risk management

LexisNexis® Active Insights not only provides intelligence about important events that may trigger the need for policy changes, it also allows carriers to prioritize and select appropriate outreach channels, messaging and resource allocation. Active risk management with Active Insights means insurers gain a comprehensive understanding of their book of business so they can focus their strategies on their most valuable customers and engage in relevant, perfectly-timed communications.



What are your key objectives?



Use case example

A POLICYHOLDER HAS LISTED HIS HOME FOR SALE.

Active Insights identifies that the policyholder's house has been listed. The carrier is notified and reaches out to retain the business by providing homeowners insurance for the new location and by updating the address on the auto insurance.

THE NEXT YEAR, THE POLICYHOLDER RECEIVES A RENEWAL NOTICE AND SHOPS.

Active Insights notifies the carrier that the policyholder is shopping for insurance. The carrier reaches out to retain the business by reviewing coverage options, evaluating discounts and assessing policyholder needs.

SIX MONTHS LATER, THE POLICYHOLDER'S MOTHER MOVES INTO THE HOME.

Active Insights delivers a notification to the carrier that there is a new driver in the household. The carrier contacts the policyholder to inquire about any recent changes and learns that the policyholder is also planning to add a suite to the home. The carrier is now in a position to proactively work with and properly protect the new risks of its policyholder.

Did you know?

15%

of the U.S. population moves every year¹



75%

of insurance policyholders have shopped for insurance at least once in the previous 5 years²



9%

of seniors live with their kids³



¹ U.S. Census

² LexisNexis Analytics Shopping Study

³ Pew Research Center, Social & Demographic Trends

Conclusion

Technological advances have created the opportunity for an innovative approach to data management. This in turn opens up the possibility for customer engagement and retention to evolve from a reactive to a proactive operation. LexisNexis® Active Insights is about using the knowledge gained to understand customers' lives, to anticipate their needs and behaviors and to take proactive steps to meet those needs and retain them as customers. It's also about understanding the value and risk associated with each customer to optimize resources and fine-tune retention and cross-sell/up-sell tactics.

Implementing LexisNexis® Active Insights in 4 easy steps

1. Contribute to the applicable LexisNexis Current Carrier contributory database.
2. Let us know the insights that are most important for achieving your business objectives. We'll help by generating a report showing how your specific book is being impacted by these events.
3. Pick 1-2 key events that your organization is ready to proactively address right now.
4. Expand into new insights over time as you see returns from the initial insights and as your organization becomes accustomed to leveraging this kind of data.

For more information, call 800.458.9197, visit www.risk.lexisnexis.com/insurance or email insurance.sales@lexisnexisrisk.com



Insurance

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 Group (LSE: REL/NYSE: RELX), a global provider of information and analytics for professional and business customers across industries. RELX is a FTSE 100 company and is based in London. For more information, please visit www.risk.lexisnexis.com, and www.relx.com.

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