

Predictive Analytics Solution predicting and identifying the root causes for customer renewal and suggest strategies to improve the policy renewal rates for a large Insurance company.

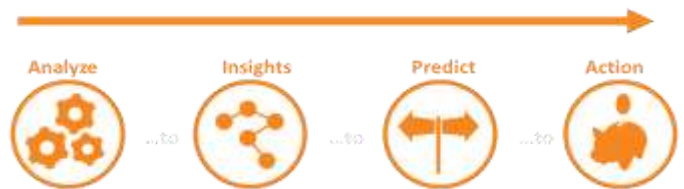


Key Benefits & Features

- Identify key drivers of customer renewal for auto insurance across 500 characteristics based on demographics premiums, driving records etc.
- Suggest strategies Increase customer retention and customer life time value
- Optimize the marketing spend and improve channel performance of acquiring the customers

Intuceo Managed Analytics for Insurance Industry

- Customer segmentation for marketing & servicing
- Find influencing parameters for customer success
- Finding the premium tiers for optimal customer success
- Define legitimate policies for premium tiers
- Real-time benchmarking of KPIs for proactive decision making
- Identifying the appropriate channels for different customer segments.
- Delivering actionable strategies to increase the customer success rate



The  **Predictive Analytics Platform** utilizes proprietary Data Engineering, Predictive Analytics, and Visualization solutions to solve complex Business Challenges



DataFuse



DataSharp®



HiddenInsights™



BoldVistas™



InsightExplorer™