

# SAS® Customer Intelligence for Insurance

Create policyholder experiences that drive sustained competitive advantage



## Overview

Thanks to the influence of emerging (and converging) digital channels and the work of other industries, insurance companies are now acutely focused on improving the policyholder experience. Traditionally, insurance companies have focused on products, but now they must make a considerable shift to focus on policyholders. It's a competitive market, and companies need an interactive policyholder experience that provides a real-time next-best action to increase policyholder acquisition and improve loyalty.

As part of that transformation, insurers have to get more value from new data sources by applying analytics. This will drive better decisions along the insurance value chain - from policyholder insight to underwriting to claims and compliance.

## Benefits

SAS Customer Intelligence helps you get the attention of your policyholders and take the most effective actions. Marketers can use everything they know about a policyholder to create more relevant, targeted and individualized communications across all marketing channels. Intelligent decisions made in marketing can then positively affect claims, pricing and underwriting.

## Challenges

Boardroom discussions on policyholder engagement focus on:

- **Building an accessible, unified view of policyholders.** Insurance companies must combine online and offline data in a dynamic and comprehensive policyholder profile. Without this, companies cannot develop a holistic omnichannel view of how policyholders are engaging. It's difficult to follow policyholder journeys that span digital and traditional touch points. When marketing doesn't have transactional data, companies can't act on an omnichannel view. This results in a costly, time-consuming approach that prevents real-time reaction to digital activity.
- **Availability of analytical insights from real-time policyholder digital activity.** Marketers need this critical data to generate and maintain current segments and highlight business issues. Without it, marketers lack fresh, accurate insights to drive relevant interactions and effective decisions.
- **Optimizing campaign offers across a universe of possible campaigns, business objectives and channel constraints.** Without the ability to determine the right offer, the optimal set of policyholders to target, and the best communication and channels to use for each policyholder, the best performing offers can be left on the table. Using an optimization engine creates synergies while simultaneously optimizing your renewals for both growth and profitability.
- **Scoring policyholders in real time.** If an insurance company can't score policyholders in real time, making contextually relevant decisions just isn't possible. You need a single decisioning engine working from unified policyholder information to scale policyholder experience decisions from marketing to all areas of the company. Without this, inconsistent decisions and policyholder treatment across departments will result in increased costs and a disjointed policyholder experience.

## Capabilities

### An Accessible and Unified Policyholder View

Create an accurate digital profile by dynamically capturing user behavioral data across all digital properties. Manage known and anonymous policyholder profiles with in-depth detail and create identity graphs for visualizing digital identities. Integrate online and offline data into a complete policyholder view with an analytics-ready data model that transforms raw, semi-structured data into relevant information.

You can also keep the data where you want it. Offline data doesn't have to be moved to the marketing cloud to join it to online data for segmentation, analytics or journey management. This also accommodates privacy regulations since you won't have to move personally identifiable information (PII) into the cloud.

### Analytical Insights Throughout the Policyholder Journey

Automatically refresh segments with contextual policyholder data streamed from digital platforms and dynamically rescore policyholders into segments as new data arrives. SAS augments marketers' analytical capabilities with out-of-the-box guided analytics techniques to speed up analysis. Marketers can:

- Automatically choose the best graph to display the selected data (autocharting).
- Determine which variables, dimensions and metrics contribute to an outcome (automated explanation).
- Automatically highlight key relationships, outliers and segments to reveal vital insights that inspire action.
- Define useful rules-based, conditional and algorithmic segments in a user interface that doesn't require marketers to write code.

### Analytically Driven Optimization

Marketers can select the optimum campaign or offer for each policyholder from a universe of possible campaigns and target policyholder segments. The solution accommodates common constraints of direct marketing campaigns, such as budgetary and cell size restrictions, communication channel capacities, contact policy restrictions and other types of business rules. Marketers can select the objective to optimize, such as maximizing the expected revenue or profit, minimizing the expected cost of the campaign or maximizing the total number of expected responses. Analytically driven optimization engines then create quantitative valuations based on combinations of constraints and business objectives.

## Real-Time Analytics

Business users can manage policyholder decisions easily by adding and managing business rules; testing decisions before deploying them; reusing decision components; and applying version control. With SAS, you can detect, in real time, issues, alerts, triggers and opportunities – both from direct policyholder interactions and from policyholder use of products and services. You can also use analytical models to score policyholders based on contextual information in real time, use the results in decisions and capture results to fine-tune analytical models and modify decisions across the entire organization. A single technological foundation helps you achieve dynamic pricing and underwriting that balance price sensitivities, competitor prices and expected margins.



## The SAS® Difference

With an accessible view across channels, devices and touch points, insurers can:

- Understand how policyholder journeys develop as they move across channels (web, mobile, etc.) and lines of business (home, auto, life, etc.).
- Use data and analytics to drive cross-sell, up-sell and policyholder migration opportunities, as well as enduring loyalty.

With deep analytical insight, insurers can:

- Drive innovation and improve modeling results, e.g., actuarial modeling.
- Send communications and policy updates based on real-time data.
- Proactively engage policyholders.
- Rely on analytical calculations instead of conditional rules-based logic.

With analytical optimization, insurers can:

- Spend time, money and resources on relevant policyholder engagements.
- Contact individuals without fear of violating compliance, regulations and privacy laws.
- Delight policyholders with offers and engagements that are contextually relevant.
- Derive more value from their existing customer portfolios.

With real-time scoring, insurers can:

- Tie pricing decisions to underwriting, customer behavior, and policy coverage decisions rapidly and efficiently.
- Tie pricing and policy decisions to marketing and policyholder engagement actions.
- Extend their analytical impact to other parts of the organization.
- Move beyond a generalized linear model to decisions based on advanced machine learning decisions outside of development environments, deploying insights based on artificial intelligence into action.

To learn more about SAS Customer Intelligence, please visit [sas.com/ci](https://sas.com/ci)

