



## MICROSTRATEGY SOLUTIONS FOR INSURANCE

INSURANCE PROVIDERS USE BUSINESS INTELLIGENCE SOFTWARE TO IMPROVE THEIR LEVEL OF SERVICE TO CUSTOMERS, OPTIMIZE PRODUCT MARKETING STRATEGIES, AND ANALYZE RISK LEVELS WITH MORE ACCURACY.

Four of the top five Insurance providers and other leading companies in the Insurance sector rely on the MicroStrategy BI platform to make more effective decisions, especially in the following business areas:

### CUSTOMER ANALYSIS

- Identify clients with renewable policies that could be converted to longer term fixed-rate policies, guaranteeing the insurer ongoing revenue flow
- Incorporate sophisticated time analysis of customer segments (i.e., in X years, how many customers will portray behavior Y) to better predict revenue flow or create product strategies

### OPERATIONS ANALYSIS

- Improve customer service by geographically placing the optimal number of agents, fixed assets, and mobile assets (e.g., crash vans) based on location analysis of both current and target customers
- Attract and retain sales agents by providing the information and analytical tools to better identify candidates for cross-selling and up-selling and to provide more specialized customer service

### SALES & MARKETING ANALYSIS

- Understand which sales channels are most effective by analyzing the amount of new premium dollars in geographies and product lines where channels or promotions were used
- Establish a trusted customer dialog by eliminating unnecessary communications such as redundant renewal requests or mis-targeted product offerings

### PRODUCT ANALYSIS

- Predict portfolio performance considering economic scenarios that involve external inputs such as interest rates, market volatility, weather patterns, and natural disasters
- Decrease the lapse ratio of a portfolio by identifying trends in customer segments that tend to terminate policies

### RISK & FRAUD ANALYSIS

- Determine the optimal amount of reinsurance required in order to maximize revenue flow of incoming customer premiums and outgoing reinsurance premiums
- Assess more accurately the full amount of a claim, throughout the length of all involved coverage payments

## CUSTOMER SUCCESSES

## GRANGE INSURANCE

- Grange Insurance has deployed MicroStrategy reports to more than 300 users in various departments, including personal lines, commercial lines, claims, and agency relations personnel.
- These users have access to dashboards that allow them to analyze overall agency performance, identify areas of improvement in product design and customer management, and to recognize cross- and up-sell opportunities.



## GEICO

- GEICO employees and executives use MicroStrategy to monitor their corporate performance and analyze volumes of customer and sales data.
- With MicroStrategy's dashboards and one-click analysis, GEICO personnel can seamlessly gain greater insight into sales activity to enhance customer relationships and sales growth.



The MicroStrategy platform supports the technical needs of Insurance providers:

- Insurance companies, in order to best predict risk, are often searching for trends, affinities, or links between otherwise unrelated data, requiring the need for sophisticated drilling to any set of data in the warehouse from a small subset of baseline reports
- The zero-footprint Web interface allows agents and customers around the world to have access to their personalized data and immediately perform any ad hoc analysis they desire
- Insurance companies use very private and personal information for the analysis required to predict risk and revenue, so row level (what data you can see) and object level (what functions and calculations you have access to) security within a report or dashboard is absolutely essential

#### 4 OF THE TOP 5 GLOBAL INSURANCE COMPANIES ARE MICROSTRATEGY CUSTOMERS

*"MicroStrategy is helping us to achieve our goals through a single integrated platform and a Web interface, and by providing a way of managing standard reporting across the company so that we have consistent and well defined information sources that we can rely upon."*

— DAVID HARRIS, OPERATIONS DIRECTOR, AMLIN PLC

#### LEARN MORE ONLINE

MicroStrategy was rated #1 in Customer Loyalty, Data Volumes, and Standardization by The OLAP Survey. For the complete results visit:

<http://www.microstrategy.com/OLAP6Survey>

For a list of customers by industry, including Insurance, visit:

<http://www.microstrategy.com/CustomerList>

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