



## Analytics Portfolio - Insurance and Banking

Analyse | Predict | Monetise

**Product**

# Insurance Analytics Suite

Retain | Cross Sell | Claims

Value Proposition *for* General Insurance Companies

# Problem Statement:

Research data shows that the biggest challenge faced by General Insurance carriers is **customer retention**. No more than 50% of the existing customers renew their policy with the current service provider.

# Solution and the Value Proposition:

## Solution



## Value Proposition

- Improved customer retention by analyzing the sentiments derived from designated data sets using algorithms
- Predicting the “cross sell propensity” to existing customers
- Optimising the call center

# Case Study: Value Delivery

**Client: Multi-National Insurance Carrier**

**Benefits:**

- Retention increase
- Call centre productivity
- Customer profiling
- Business User - Dashboards



# Demonstrated Impact:

**3.5** %

increase in renewal rate  
**within the first month**  
of product application.

*More about the product and solution detailed in the following slides*

# Recognition

**Insurance Analytics Suite®** was selected among top 3 entries under “**Most Innovative Insurance Product**” category at **8<sup>th</sup> India Digital awards, IMAI**



# Summary

- All In One!! Risk Insights + Conversion Optimization + Profit
- Industry Level Machine Learning Based Models
- Measurable Impact (High Risk Segment Upside – Between 3 To 12%)
- Co-opt Predictive Models Existing At Insurer
- Modular Deployment



# Thank You

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