

PREVENT CLIENT ATTRITION BY LEVERAGING IBM WATSON IN THE INSURANCE INDUSTRY

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Who we are...

/ 18
years of experience

/ 500+
satisfied clients

/ 10
major industries

/ 3
renowned partners



leverage the power of analytics



/ SERVICES & CAPABILITIES /

training



predictive
analytics



business
intelligence



data cleansing
& governance




staff
augmentation



managed
services



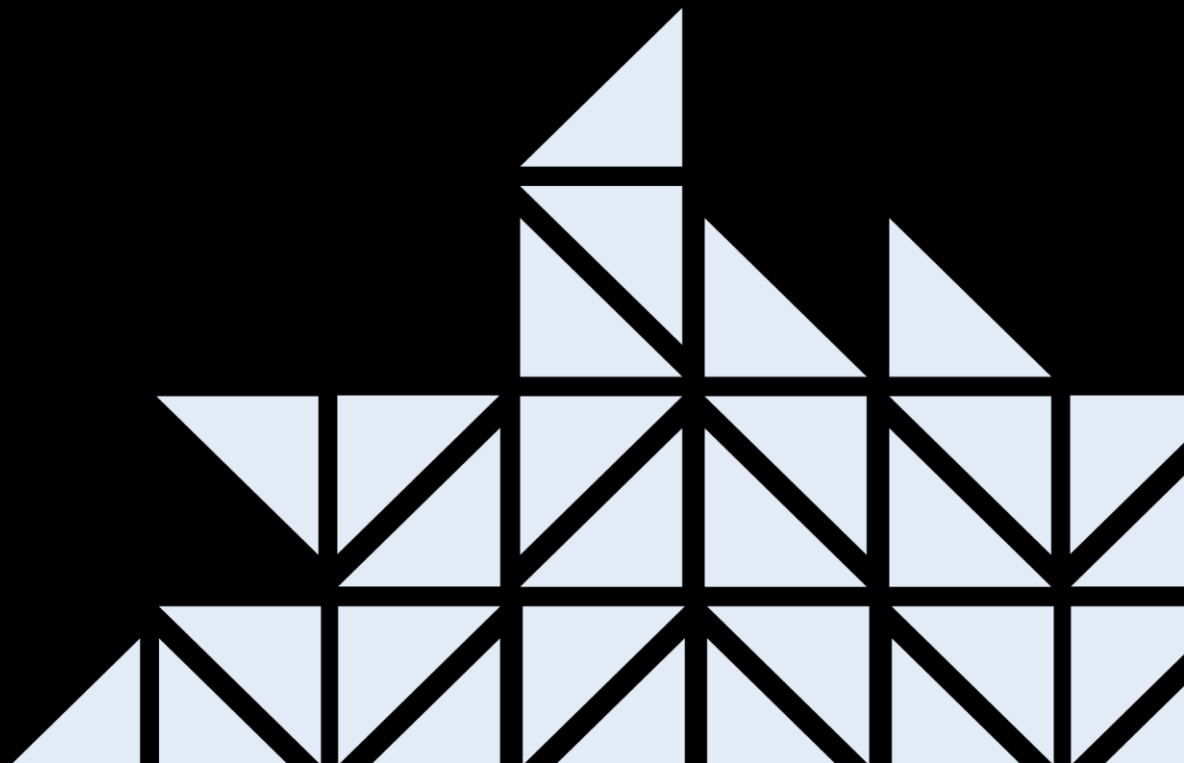
 Leveraging the
Power of
Analytics / LPA

Agenda

- Industry Trends
- Advanced Analytics for Insurance
- LPA Insurance Accelerator
- Demo
- Wrap-Up & Questions



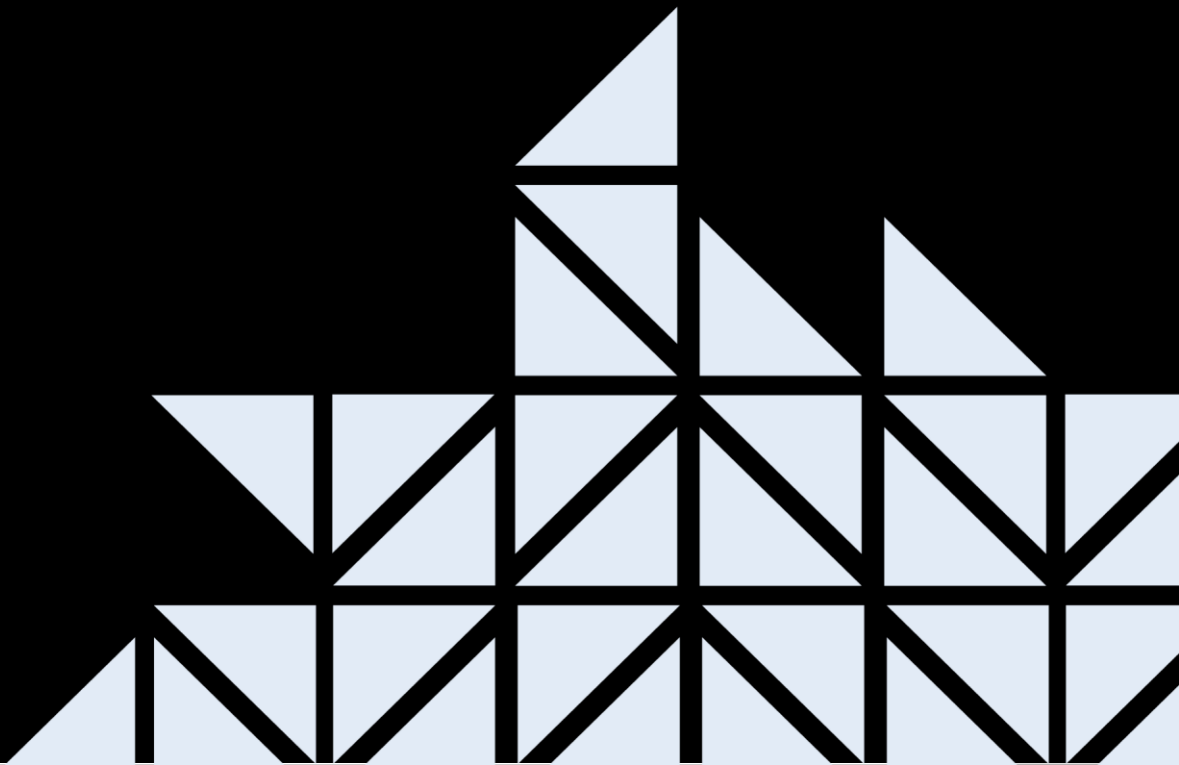
Insurance Industry Trends



Industry Trends

- Insurance Carriers are looking for
 - More and actionable insight from their data through digital transformation
 - Ways to deploy Advanced Analytics (e.g. Data Science, Machine Learning, AI) into their workflows
 - Solutions that provide end-to-end capability and integration into their data systems and end applications

Advanced Analytics for Insurance



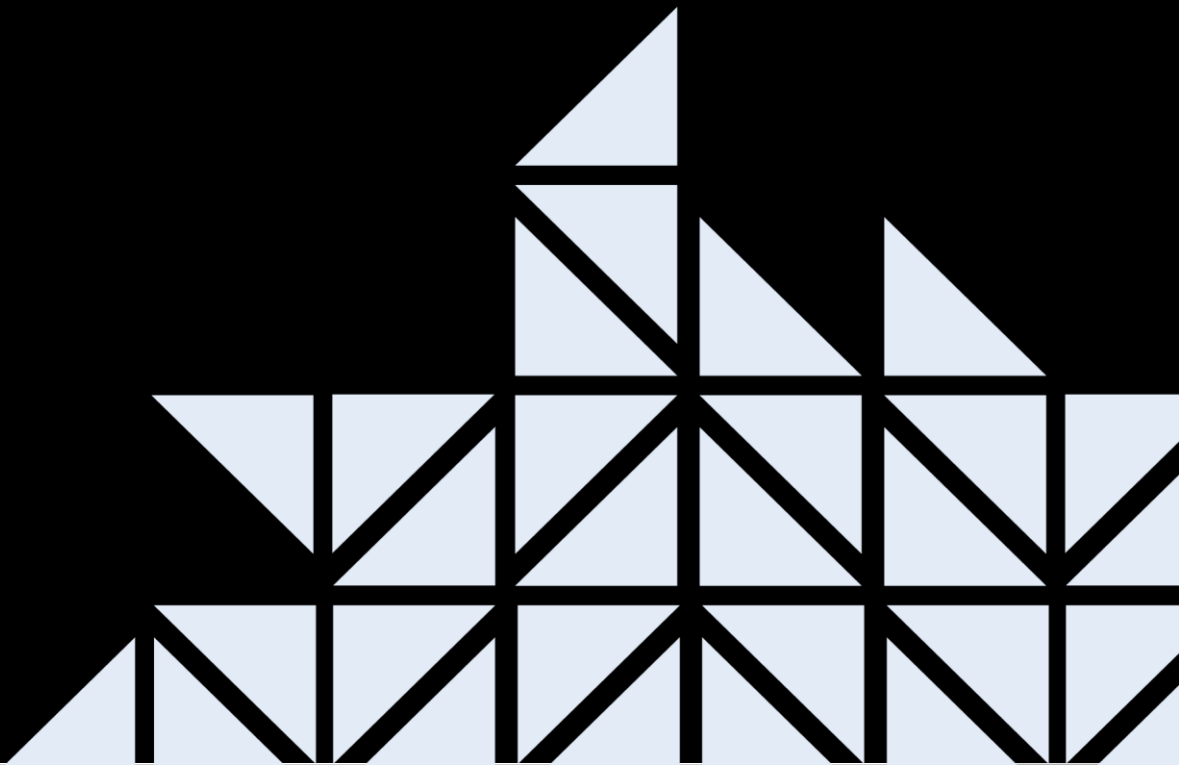
Smarter Data-Driven Decision Making

- Advanced Analytics is being used in Insurance to tackle difficult use cases like:
 - Customer Attrition (Churn)
 - Fraud Detection
 - Price Optimization
 - Expedited Underwriting

Why Focus on Churn & Fraud Detection?

- Client attrition is expensive – it can cost up to 7x more to acquire a new customer than to retain one
- Fraud impacts the bottom line – insurance fraud in the US costs \$80B

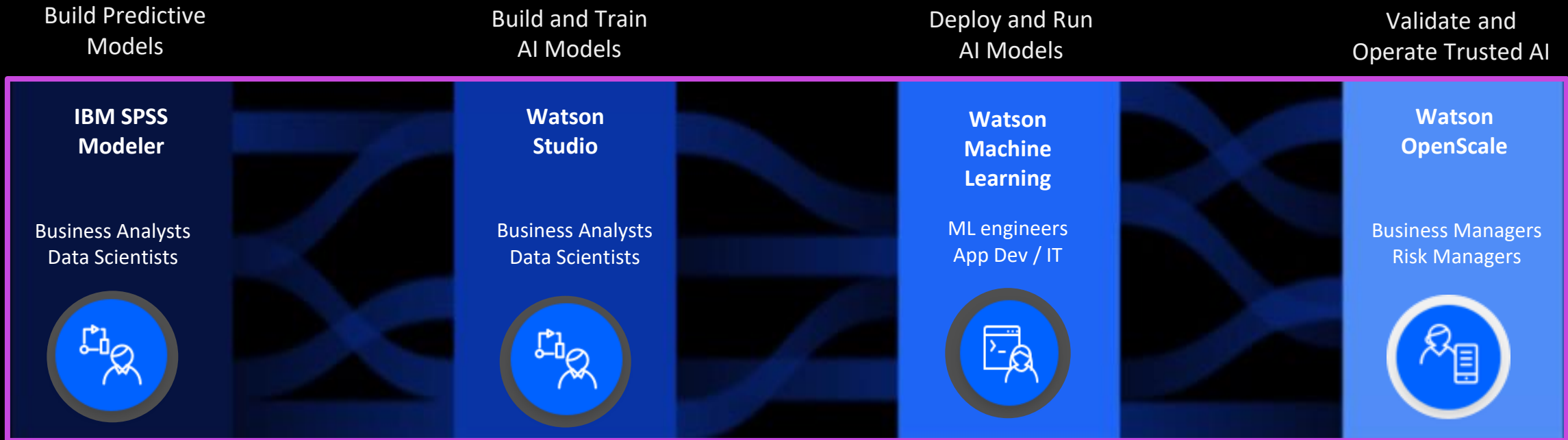
LPA Insurance Accelerator



What is it?

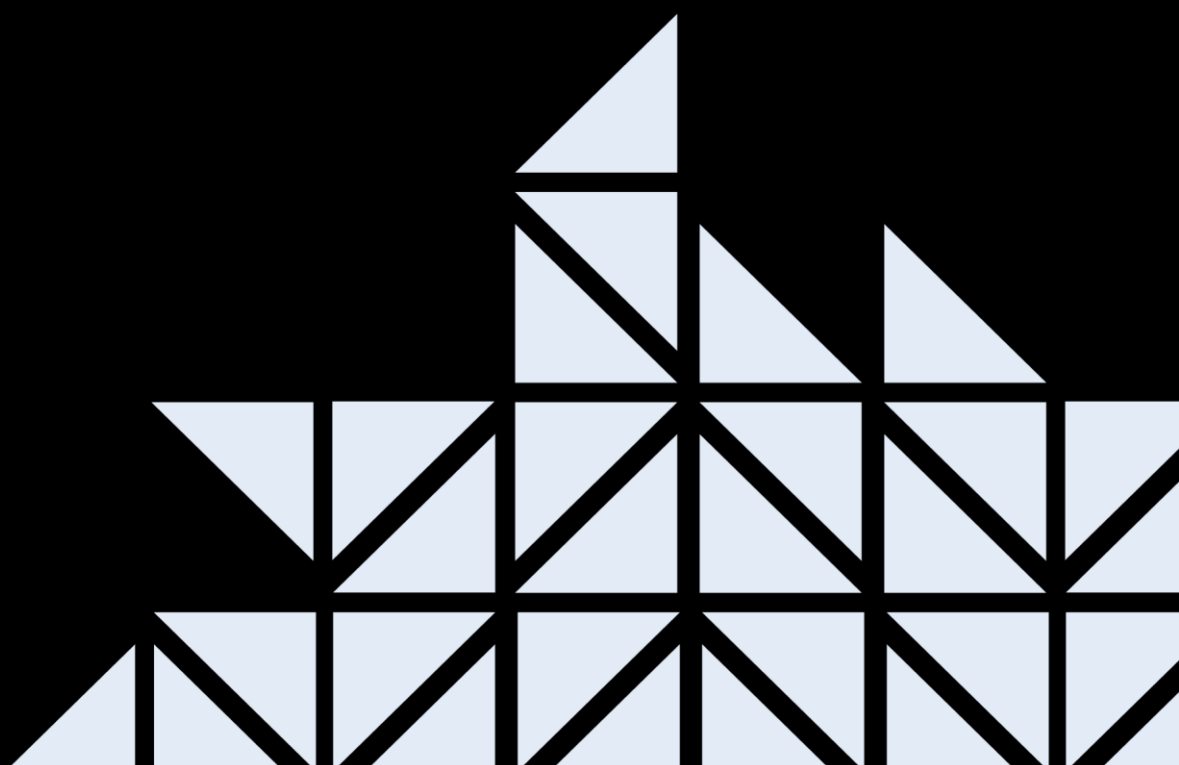
- An Advanced Analytics solution leveraging IBM Data Science & AI technology
- A set of assets that map insurance data to ML models for Churn and Fraud Detection that can be surfaced in BI and deployed to core systems and applications

Built on IBM Technology



IBM Cloud Pak for Data Platform

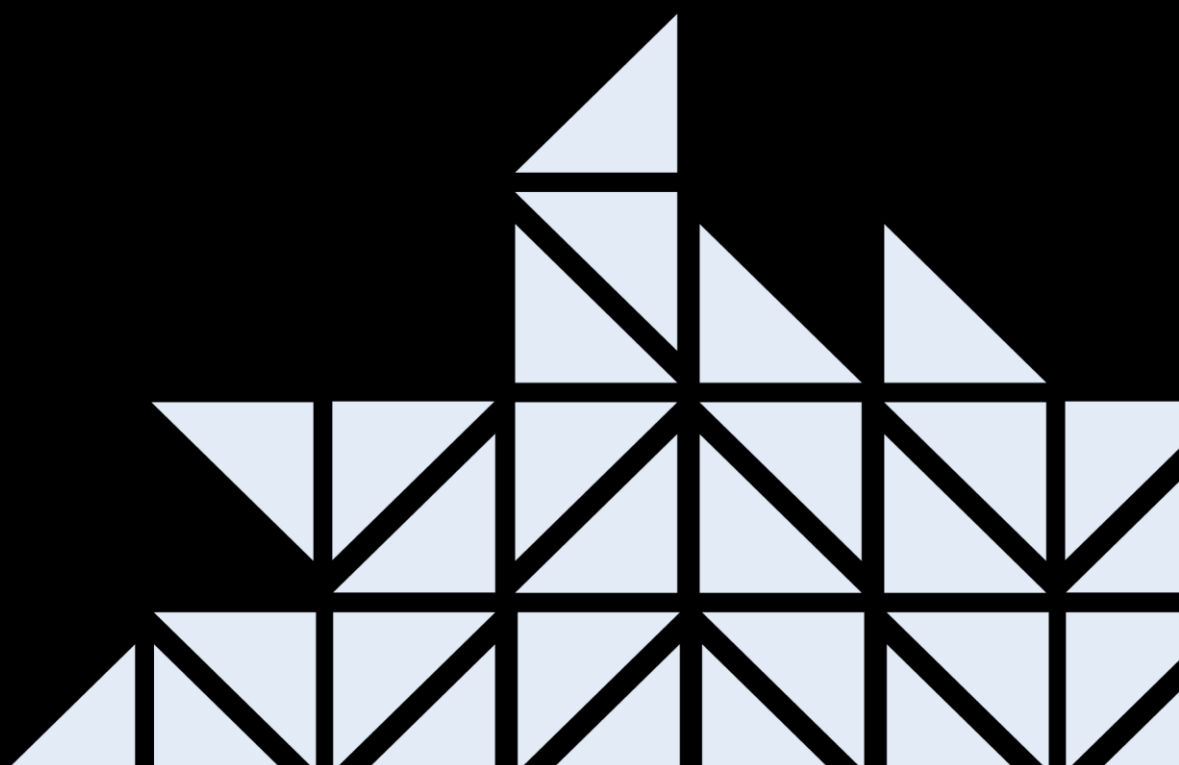
DEMO



Contact us to see how we can help you!

- Demo of the Insurance Accelerator
- Visioning Workshop to identify your priority use cases
- FastStart to quickly deploy the LPA Insurance Accelerator
- <http://lpa.com/services/>

Questions?



THANK YOU!
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