



## How Do You See Your Business?

Industry overcapacity, declining loyalty, and product commoditization are upping the analytical ante for insurance companies across the globe. Customers have become more knowledgeable and demanding. To acquire and retain the right customers requires customer-centric business practices, fueled by data-driven insights.

That's why there's SmartInsurer.

SmartInsurer harnesses all the information you collect on customers, policies, markets, claims, distribution channels, and financial performance to give you a 360-degree view of your business. It gives smaller insurers the actionable insights that large carriers often invest millions to attain. With SmartInsurer, you'll have up-to-date strategic and tactical insights to make sound and timely decisions – and to maximize results.

### SMARTINSURER'S COMPREHENSIVE CAPABILITIES INCLUDE:

- Sophisticated, integrated analytics of customers, markets, distribution channels, and products
- Online analytical processing (OLAP) to create ad-hoc, multi-dimensional analysis and delve into business drivers and performance
- Propensity models to increase renewal rates and improve targeting and marketing ROI
- Profitability analysis and management reporting to measure and track business results across customers, products, and distribution channels
- Campaign management tools to design and automate prospecting, cross-sell and up-sell programs.

## SmartInsurer Helps You Get Ahead, Fast

SmartInsurer enables you to gain a comprehensive understanding of how critical profitability drivers are performing – including customer value, products and policies, claims, sales channels, and marketing programs – and to quickly put insights into action with marketing automation tools. And since it doesn't rely on a pre-existing data warehouse or a business intelligence platform, the cost of SmartInsurer is considerably less than the cost of in-house development or other systems.

### HOW WELL DO YOU KNOW YOUR CUSTOMERS?

- Can you identify and track your most valuable customers?
- Do you know which customers are costing you money?
- Do you understand what characteristics differentiate policy buyers from non-buyers?
- Can you easily track and compare the performance of different distribution channels?
- Are your customers being underserved because of organizational silos?

**SmartInsurer brings your customers into focus.**

### From Initial Sales to Lifetime Value

SmartInsurer gives you the customer-centric view that elevates your focus beyond policies, channels, and business-unit sales. It lets you identify opportunities and create strategies to break down operational silos and to maximize the lifetime value of your customers. Its powerful analytical platform enables you to examine business results from multiple vantage points – including customer profitability, needs-based segmentation, business unit sales, policy type, and channel performance.

SmartInsurer intelligently synthesizes customer and market-facing data from policy, claims, and billing systems, as well as distribution channels and external sources to provide extensive, multi-dimensional, and time-based analytics – from executive level summary reports to detailed analysis.

SmartInsurer's sophisticated and easy-to-use analytics include:

- A powerful OLAP engine with drag-and-drop capabilities that create a multi-dimensional view of customer, product, channel, and geographic data

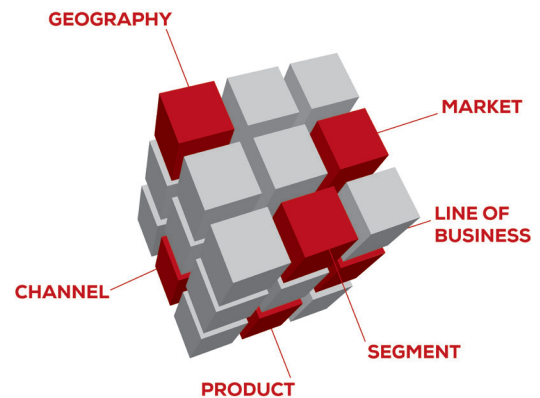
- Custom slice-and-dice analysis to drill into critical business metrics, including pre-built key performance indicators (KPIs)
- Profitability analysis that lets you understand customer and channel value – and identify high-value and high-potential segments
- Propensity models that apply statistical modeling and artificial intelligence to identify additional coverage opportunities and customers least likely to renew.

### Stay on Top of Results with Custom Reporting

SmartInsurer's dashboards and reports make it easy to track marketing results, understand customer profitability, monitor distribution channel performance, and examine sales outcomes. You can also extend SmartInsurer to your agents and brokers to provide insight into the performance of their customers, giving them better tools to create value for you and for them.

SmartInsurer's reporting capabilities let you:

- Quickly review business performance, trends, and profitability with summary dashboards
- Track sales and marketing campaigns with drill-down, live reports
- Increase accountability and drive results with custom reports that can be created from more than 70 insurance-specific KPIs, including policy lifecycle, claims, billing, and profitability



*SmartInsurer's OLAP engine provides powerful multi-dimensional analytics*

### UNCOVER CRITICAL BUSINESS INSIGHTS

- Who are your most profitable customers? Where do they live? What sales channels do they use?
- Which geographies are performing the best? Why?
- Which marketing activities drive results and through which sales channels?
- What are your most effective distribution channels? Who are the best agents/brokers?
- How do different activities drive profit?
- And many more...



## Put Your Strategy Into Action

SmartInsurer doesn't just show you insights. It allows you to act on them. With its marketing-automation and campaign-management capabilities, responding to opportunity is easy and fast, along with segmenting customers, creating marketing programs, measuring results, and optimizing your marketing spend.

SmartInsurer lets you:

- Get going right away with out-of-the-box, pre-built campaigns such as onboarding, quoted not sold, renewal, and more
- Create your own custom marketing programs using extensive targeting and campaign tracking features
- Import a specific marketing list or choose point-and-click targeting to create a list based on a variety of criteria, including demographics, behavior, product usage, credit risk, custom segments, propensity models, and more
- Improve marketing-program results with insights from real-time tracking and marketing analytics.

In addition, SmartInsurer integrates with leading CRM software to make it even easier to execute marketing and sales programs and to enhance results reporting.

## Put SmartInsurer to Work For You

SmartInsurer was designed to be implemented quickly. Built on a sophisticated insurance data model, it eliminates dependence on expensive technology resources, reduces the monetary investment needed, and shortens the time typically required to implement business analytics. Within weeks, you can have actionable analytics, pre-built campaigns, profitability analysis, and reporting. You can incrementally increase the scope and amount of data you analyze as your organizational capabilities increase.



SmartInsurer is available in two delivery options – from the cloud (as a subscription service) or locally deployed (perpetual license) – to meet the business and technical needs of your organization. SmartInsurer also comes with business and technical support from RedPort International to further shorten implementation timelines and maximize platform payback.

### Make the Move Today

Based on proven best practices of insurance carriers around the world, SmartInsurer enables small and mid-sized P&C, life and health insurers to optimize their performance and maximize the value of their customers. It quickly lets you:

- Put your data to work for you, to enable data-driven decision making throughout your organization
- Breakdown organization silos, including those that exist across personal, life and health divisions, to maximize customer lifetime value
- Compare the performance of different sales channels – agent, broker and direct-to-consumer – and determine ways to improve results
- Develop winning acquisition, cross-selling, and retention strategies to increase profitability
- Drive accountability with timely tracking of marketing and sales performance
- Achieve marketing automation with the tools to develop successful campaigns and track and optimize results.



*Begin your transformation into a data driven, customer focused organization.*

**CALL US AT +1 (844) 473-3767 TODAY AND GET SMARTINSURER TO WORK FOR YOU.**