

# Your partner in **insurance innovation**

Helping insurers and their customers  
achieve their goals





# Why Experian for insurance?

The insurance market runs on data. Experian offers the richest data sets on the UK market, and the real-time analytics to turn it into instant insight. This insight helps insurers provide low-friction experiences and personalised products that work for their customers.

## Better data, better decisions, better business

In the end, insurance is about decision making – about making fair decisions that work for both insurer and their customer.

And better decisions need better information. This is where Experian can help, providing insights from a range of data unmatched in its range and quality.

## Data – making digital onboarding work

21st-century buyers want 21st-century digital ways of buying. Friction in the digital sales process leads to frustration. By contrast, a fast flow of reliable data helps both insurers and their customers achieve their goals.

## Smother customer experiences

The customer's journey to a fair quote is seamless with Experian. That lets insurers provide the right product at the right price in the right timescale.

## Fast, robust underwriting

Underwriting can be a bottleneck in processing new business. Automated data gathering, APIs and digital analytics optimise and speed up underwriting decisions, letting underwriters focus their efforts where they matter most.

**In short, Experian can help you find, win and manage customers in a way that is more responsible, personalised and effective.**





# How data lets you help your prospects and customers



Personalisation:  
right customer,  
right product



Welcome more  
customers – without  
extra risk



Offer more  
compelling quotes



Onboard fast  
and friction-free



Streamline the  
processing of claims



Reduce fraud  
risk fairly



Empower  
underwriters



Customers want good-value insurance plans that cover them against the unexpected, meet their specific needs, and aren't a hassle to set up.



By using data and analytics to cut out the friction, insurers can make every step of the buyer's journey towards the right product easier.



Experian's data is unmatched. If you're looking to offer your customers better deals and improve the speed and accuracy of your underwriting, you need a data upgrade.



Whether you are assessing commercial risks, using property data to generate quotes, or understanding personal financial circumstances, we bring all the relevant information together in one place.



Our tools and technology help insurers help their prospects and customers. We enable informed decisions, fair quotes, and responsible claims processes – whatever field you're in.



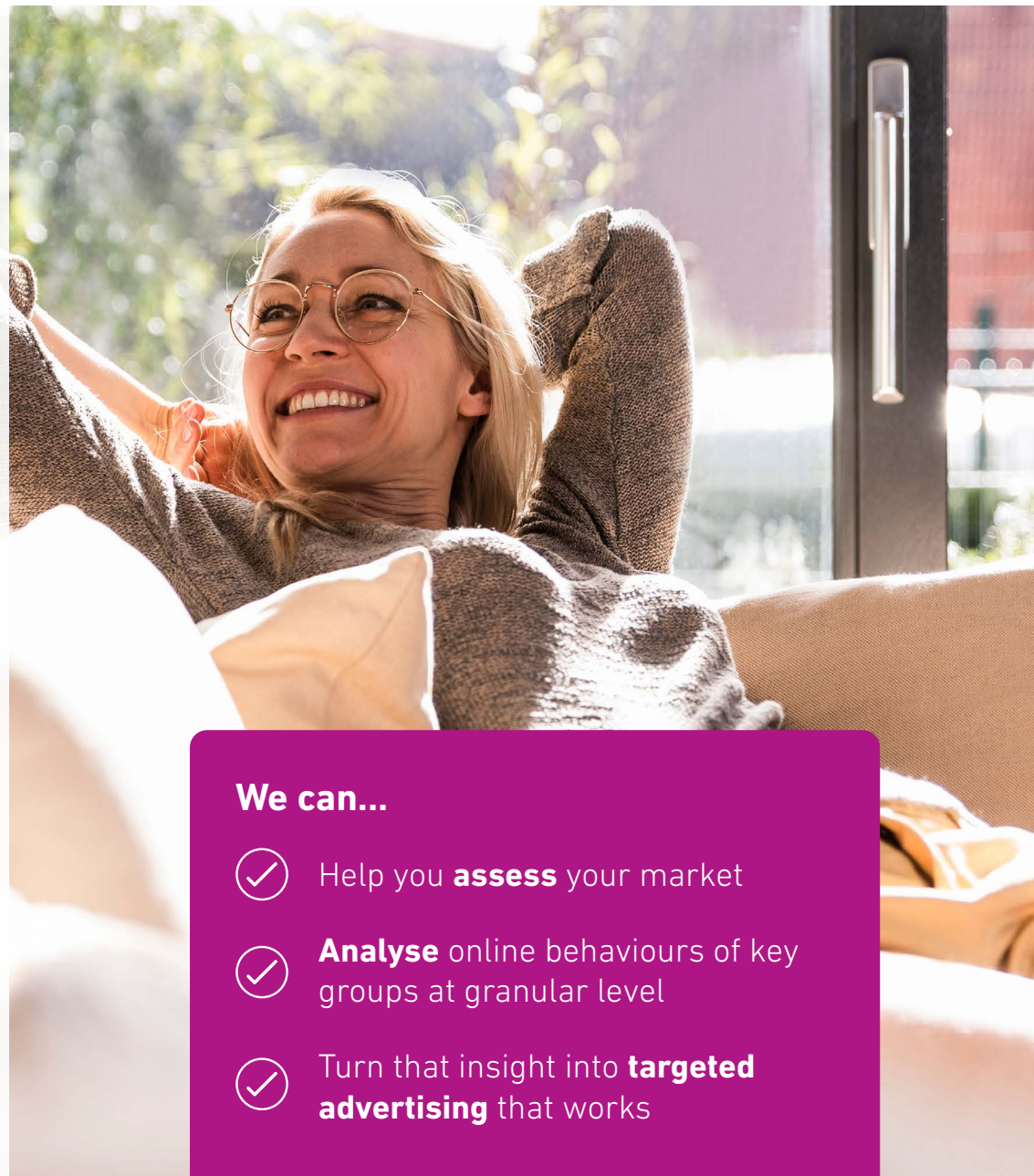


## Personalisation: right customer, right product

**Insurers need to cut through the noise by putting the right offer in front of the right customer at the right time.**

Experian improves your understanding of customers' online behaviour. And the better you understand your customers' needs, the more likely they will use your products.

A granular view of your potential customer base – produced using our unique insights – helps insurers promote distinct, personalised products, based on the consumer's particular needs.



### We can...

- ✓ Help you **assess** your market
- ✓ **Analyse** online behaviours of key groups at granular level
- ✓ Turn that insight into **targeted advertising** that works



## Welcome more customers – without extra risk

**Insuring the maximum number of potential customers responsibly does not have to mean more risk. We make it easy for you to turn the right data into the most useful insights for minimising risk – all in real time.**

By assessing risk accurately in milliseconds, insurers can make fair and friction-free decisions and give customers the cover they deserve, at the right price.

Our data includes the credit history of over 500 million consumer accounts, and details of over 13 million commercial credit commitments. We can even provide behavioural insights to help you get the big calls right.

We also provide real-time affordability assessment: understand whether it's responsible to offer a policy in fractions of a second, with zero friction.

### We can...

- ✓ Assess **credit risk** robustly and fast
- ✓ Spot **bad debtors** in milliseconds
- ✓ Provide **scorecards** that power robust risk prediction
- ✓ Check **affordability** in real time
- ✓ **Reveal** six years' of applicant claims history
- ✓ **Find and check** a customer even if their details have changed





## Offer compelling quotes that win sales

**Consumers have easy access to more insurance quotes than ever before.**

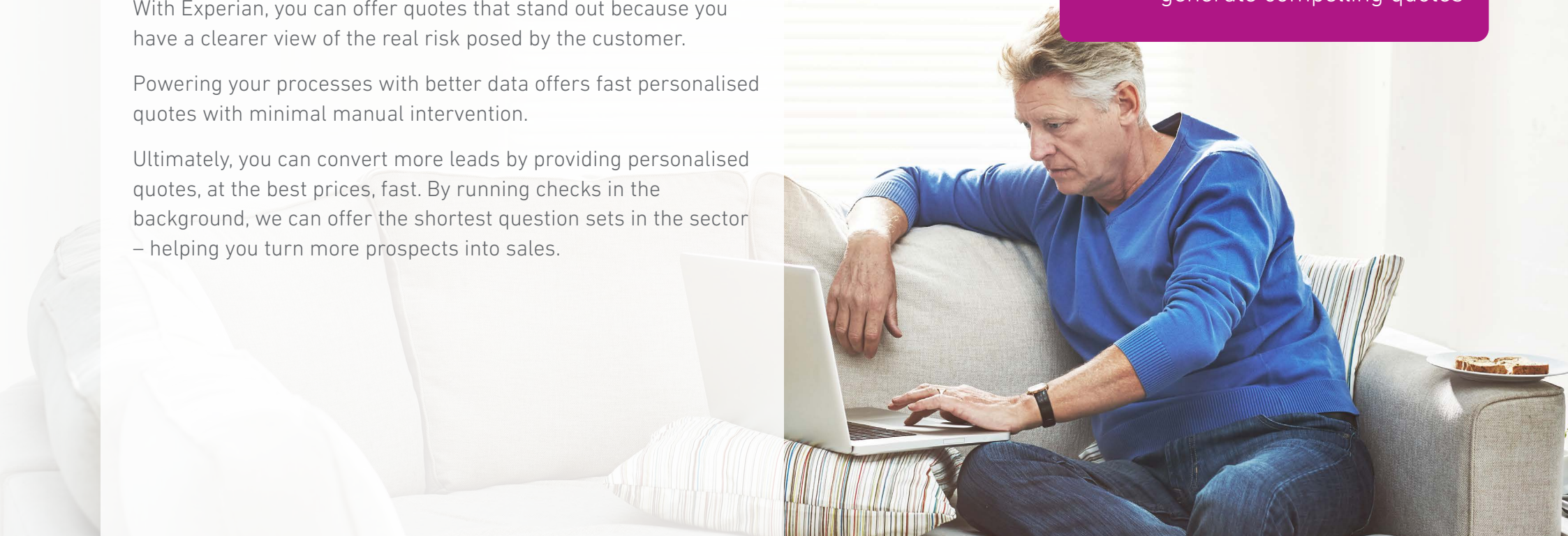
With Experian, you can offer quotes that stand out because you have a clearer view of the real risk posed by the customer.

Powering your processes with better data offers fast personalised quotes with minimal manual intervention.

Ultimately, you can convert more leads by providing personalised quotes, at the best prices, fast. By running checks in the background, we can offer the shortest question sets in the sector – helping you turn more prospects into sales.

### We can...

- ✓ Show the **real risk** posed by a customer
- ✓ Reduce **customer data** entry
- ✓ Offer accurate, **predictive insights** that help you generate compelling quotes





## Onboard fast and friction-free

**Customer expectations have evolved. Consumers today expect fast, frictionless, mobile-first onboarding as standard. Experian helps you deliver these experiences by enabling frictionless background checks.**

Our tools help applicants apply easily, using their channel of choice.

We minimise the number of questions applicants face – we can shorten the information required to only name, date of birth and address. This is what our No Questions Asked product offers.

We give you access to customer account details from over 400 banks, lenders, insurers and others, making gathering data less costly.

You no longer need to engage with countless data sources to get the picture you need.

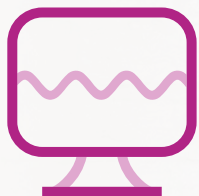
Improved customer intelligence smooths away customer friction, while also giving you validated key information.



### We can...

- ✓ **Shorten** customer quote journeys
- ✓ Enable applications from **multiple channels**
- ✓ End needless **customer data** entry
- ✓ Provide a claims history in **real time** for quick quoting





## Empower underwriters

**Underwriters reveal a clearer picture of a customer, but their time is limited.**

With better access to high-quality data, they can make decisions faster, and with greater accuracy, clearing application bottlenecks, lowering costs and avoiding blocks in the customer journey.

For instance, Experian's CUE service instantly delivers six-years of claims history – meaning insurance history can be validated swifter and more simply. Our tools also give rapid access to credit information, helping you make decisions about premium instalment offers.

Better data means faster, fairer decisions, delivered with confidence.

### We can...

- ✓ Empower underwriters with **accurate** risk assessments
- ✓ **Monitor changes** to your risk and exposure
- ✓ Access six-years of claims history, **instantly**
- ✓ **Check affordability** in real time
- ✓ Improve **financial inclusion**





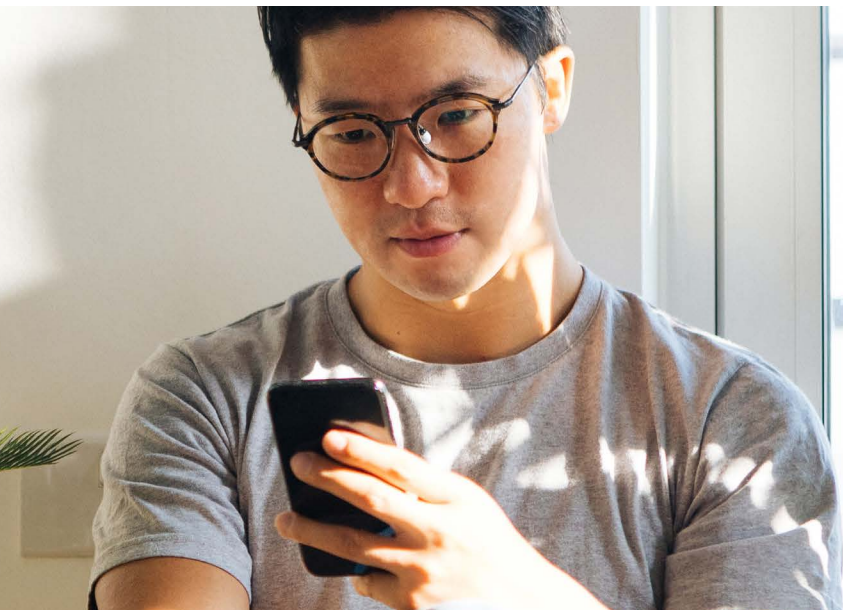
## Reduce fraud risk fairly

**Fraudulent claims cost UK insurers £1.1 billion in 2020. Our authentication tools help you spot fraud fast and fairly. The result? In 2020, our tools saved clients nearly £4bn in potential fraud.**

We don't hamper the claims journey with clunky validation checks and processes, instead more than 100 million records are automatically checked the moment a claim is made.

The results are delivered in a clear, actionable 'Fraud Index' – highlighting any applications that require manual checking. Claims are smooth for genuine applicants, while also giving insurers peace of mind that dubious claims are weeded out.

Experian technology helps identify fraud fast, at every step of the insurance process, across acquisition, underwriting, claims and payments.



### We can...

- ✓ Detect **fraudulent claims** in seconds
- ✓ Greenlight genuine applications **fast**
- ✓ Quickly **identify** where manual checks are needed
- ✓ **Save you money** lost to fraud
- ✓ Drive insight-driven, fairer, faster claimant **investigation**



## Streamline the processing of claims

**When the worst happens, consumers look to insurers to provide support, to make fair and accurate assessments, and to process their claims quickly.**

While their situation may be stressful, their insurance claim doesn't need to be.

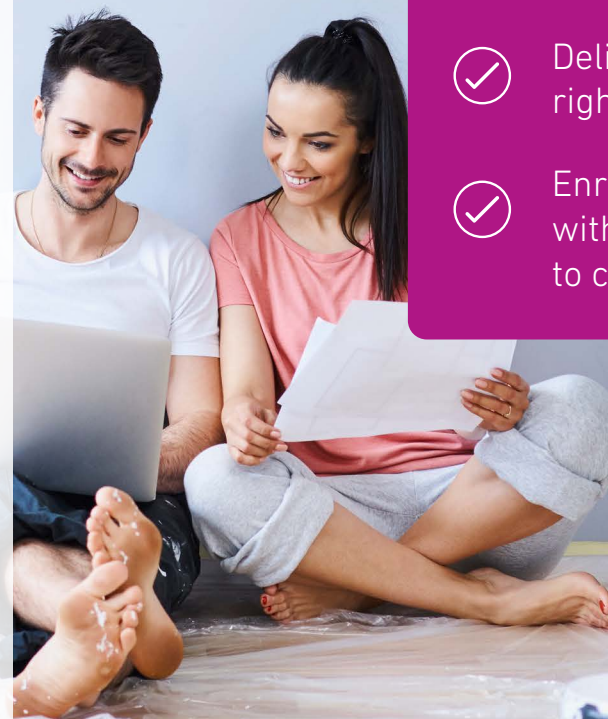
Experian's approach balances process automation with access to human help when customers need it – leading to fast, effective, customer-friendly claims processing.

Intelligent claims prediction software filters out questionable claims in seconds. That means genuine applications can be processed quickly.

When you are paying out a claim, Experian ensures that the money goes to the right place, by verifying customer accounts – protecting customers and reducing risk of fraud.

### We can...

- ✓ **Verify** claimant account details in seconds
- ✓ **Cut hassle** – asking only key questions of customers
- ✓ Automate key elements of **customer data** entry
- ✓ Deliver **payments** to the right place, first time
- ✓ Enrich the claims process with **insight** into propensity to claim





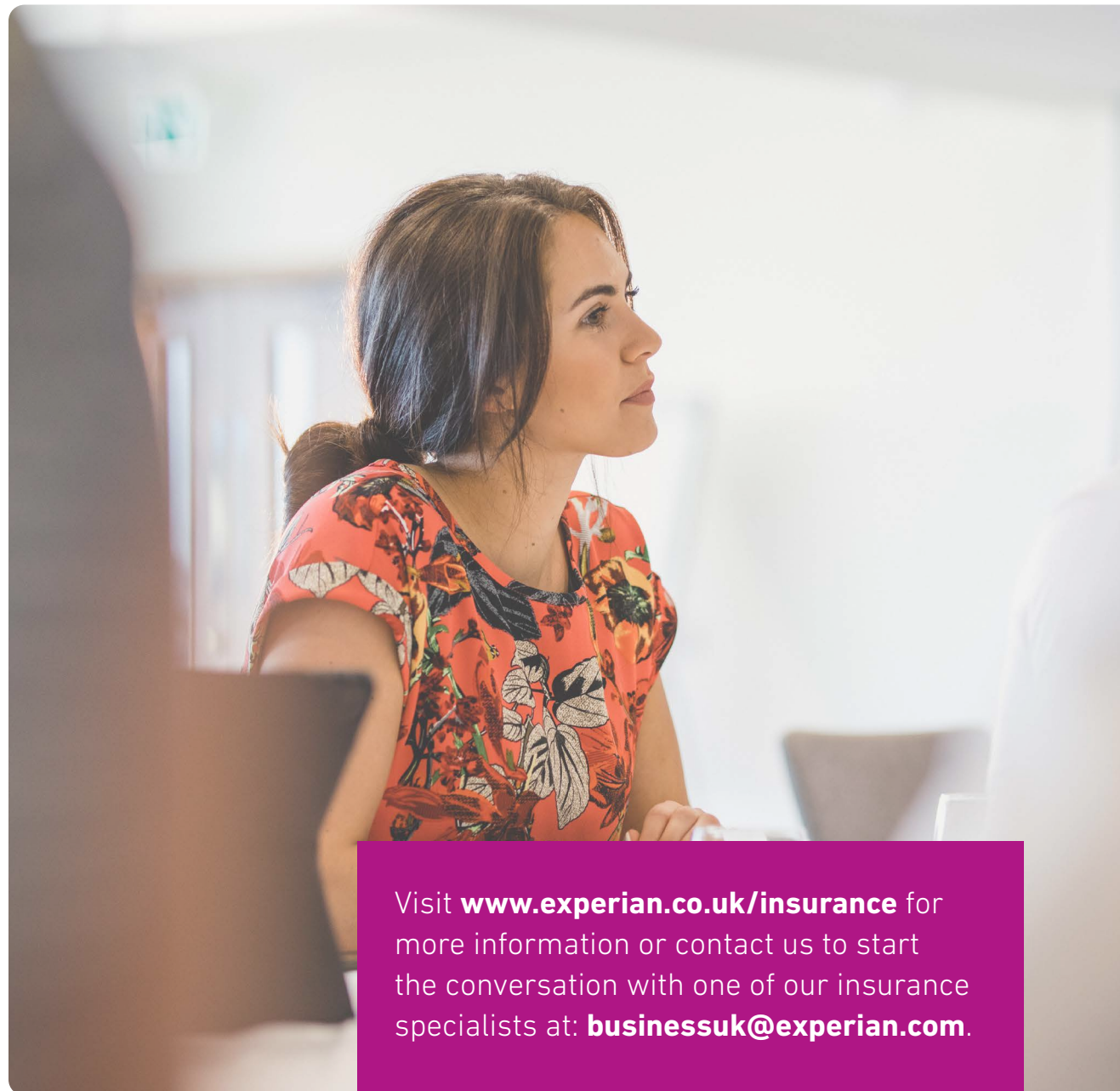


# We want to be **your partner**

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We want to bring new capabilities and innovations to the insurance industry, to drive better customer experience, to help your business grow, and to help you reach the best decisions.

Whether it's delivering the best quotes or streamlining claims, **we have a range of data, analytics and software** that can help.



Visit **[www.experian.co.uk/insurance](http://www.experian.co.uk/insurance)** for more information or contact us to start the conversation with one of our insurance specialists at: **[businessuk@experian.com](mailto:businessuk@experian.com)**.



# Ask us about our products

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## **iCache**

Make better onboarding decisions in real-time by enriching insurance data. Meet customer demand for immediate accurate quotes. Data and insight for decision making arrive in under 200 milliseconds. All the enrichment data you need from one trusted supplier.

## **CUE (Claims Underwriting Exchange)**

Reduce fraudulent insurance claims, and eliminate the misrepresentation of claims histories.

## **ExPin**

Link multiple personal financial records quickly with ExPin's unique personal identification. Create a single view of each customer from disparate sources.

## **Motor Insurance Database (MID)**

Detailed motor insurance information on all insured UK drivers helps you confirm insurance fast.







### **No Questions Asked**

Create home insurance quotes using simply an address. No extra customer input needed. Get expected loss costs for 12 key home insurance perils, such as fire and theft, or accidental content damage, in milliseconds.

### **CAIS**

Get the full picture of customers' credit accounts and behaviour. Access shared data from over 400 banks, lenders, insurers and utility companies.

### **Bank Wizard Absolute**

Real-time account validation and verification checks ensures you always make the right claims payment, fast and first-time.

### **Perils Property Characteristics**

Detailed information on the tenure, type, age and size of all UK residencies, that inform accurate risk models on fire, flood, theft and more.



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