

# ENTERPRISE SOLUTIONS FOR INSURANCE COMPANIES

PREDICTIVE ANALYTICS WITH YOUR DATA TO GUIDE YOUR ENTIRE BUSINESS



EagleEye Analytics empowers insurance carriers to dramatically improve their portfolio by providing new knowledge and actionable results using the most robust analytics available to the property and casualty insurance industry. Our solution suite merges proven analytical practices with next generation machine learning technology to identify the best opportunities for future growth and profitability. Our methodologies and custom models provide the fastest path to transformative business results, presented in the business language you understand.

## YOU CAN KNOW IT ALL

- Where is my business growing and shrinking?
- Who are my most and least profitable customers?
- Is my profitable business growing or shrinking?
- Is my most costly segment of customers shrinking or growing?
- How should I change my rates?
- Where should I focus my underwriting rules?
- How is retention impacting my book?
- Where should I market?
- How are my agents performing?
- How can I better coach my agents?

## Using Predictive Analytics to Its Full Capacity

Area	Output	Level
Pricing	Base Rates and Relativities	Coverage
Underwriting	Scores and/or Rules	Policy or Risk
Marketing	Scores and/or Rules	Policy or Risk
Retention	Scores and/or Rules	Policy
Agency	Operational statistics with integrated analytics	Agent, Policy, or Risk

“Talon is the most innovative, unique, and powerful approach to driving profits, avoiding adverse selection, and improving our competitive advantage.”

Vince Franz  
Celina Insurance Group

# EagleEye provides an enterprise-wide solution

## corporate financial effectiveness

Underwriting Cycle Management  
Performance Monitoring  
Reinsurance Optimization  
M&A Post-Transaction Analysis  
Profitability Analysis

## claims optimization

Claims Reserving  
Adjuster Performance  
Management

## underwriting

Risk Scoring  
Loss Control  
Risk Selection/Avoidance  
Objectivity/Consistency

## information technology efficiency

SaaS Model  
Straight-Through Processing  
Ease of Doing Business  
Rating Systems Specifications  
Underwriting Systems  
Specifications



## sales & marketing

New Business Conversion Measurement  
Retention Management  
Agency Management and Incentives  
Target Marketing and Product Design  
Campaign and Contact Management

## pricing

Accuracy & Adequacy  
Price Optimization  
Competitiveness  
Customer Value  
Efficiency

### FAST

The initial data load into Talon allows the first analysis to be completed in less than 90 days. Subsequent analyses can be executed in minutes or hours depending on the size of the dataset. Scores are delivered in real-time.

### STATE-OF-THE-ART

Talon uses non-parametric machine learning algorithms to partition a book of business into scores or customer segments that are mutually exclusive and exhaustive. It is a cloud-based application, requiring no extensive IT resources.

### INSIGHTFUL

Talon is built to handle the nuances of insurance data. It discovers predictors and signal by allowing the data to interact naturally. This new knowledge provides a significantly greater competitive advantage to clients.

### INTERACTIVE

Exploring results on the entire data population is completely point and click. Users can drill down into each customer segment to analyze its distribution by loss ratio, loss cost, frequency, severity, underwriting profit or retention.

### ACTION ORIENTED

EagleEye delivers a real-time scoring service and presents results in the business language you understand. This allows carriers to accurately determine and quickly implement underwriting, pricing, marketing, and business management actions.

### BETTER

EagleEye offers predictive analytics solutions that allow you to manage your entire portfolio. Our results exhibit unmatched signal strength, finding residual lift on top of other models. EagleEye has consistently been proven better.

EagleEye Analytics provides breakthrough predictive analytics powered by machine learning and the latest statistical techniques, enabling property and casualty insurers to achieve superior performance.



EagleEye Analytics, 500 Taylor Street  
Suite 200, Columbia, SC 29201  
Phone: 803.726.7208 | Fax: 803.758.2540  
www.eeanalytics.com