Power Decisions Across Core Processes
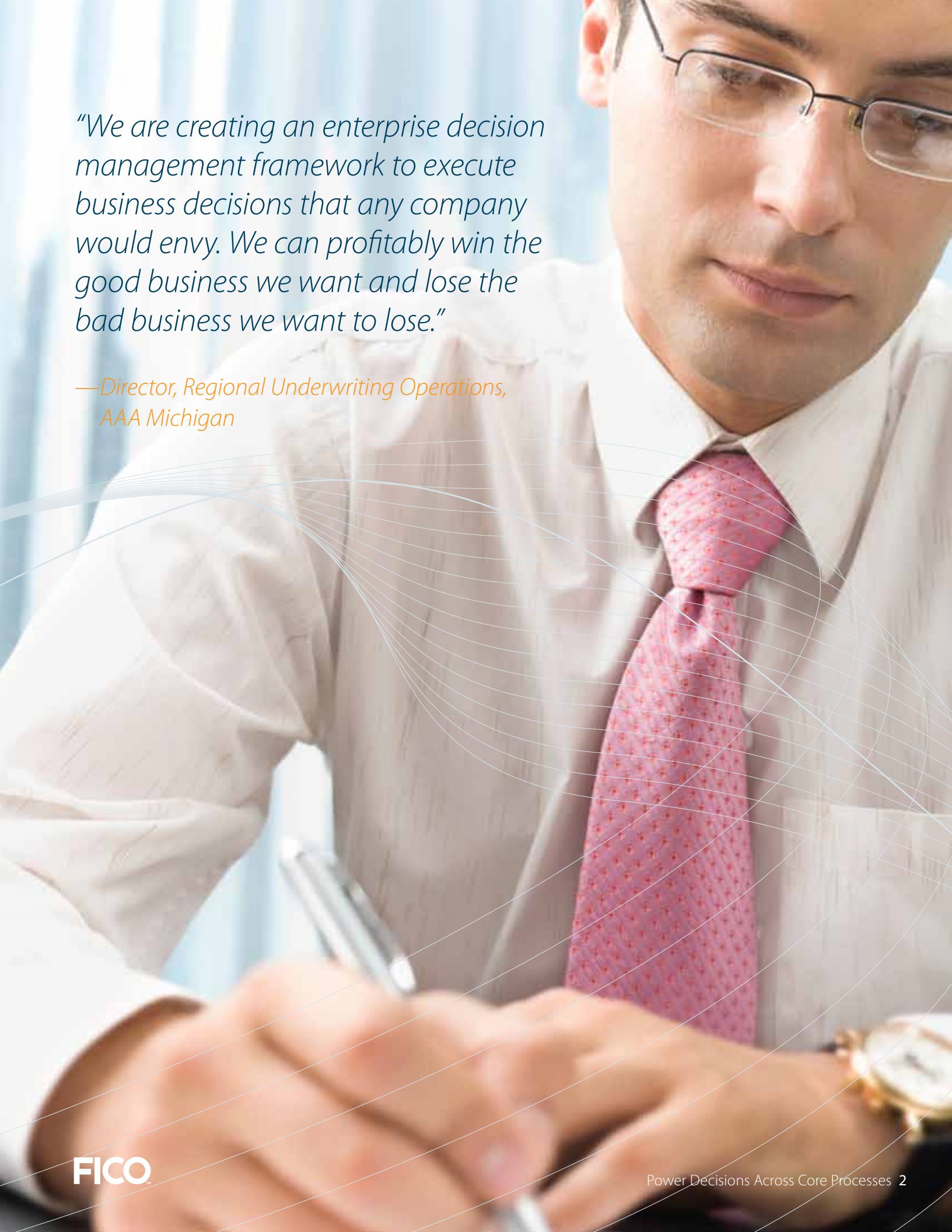
Drive profitability and growth with precision and efficiency

FICO

Make every decision count.™

"We are creating an enterprise decision management framework to execute business decisions that any company would envy. We can profitably win the good business we want and lose the bad business we want to lose."

—Director, Regional Underwriting Operations, AAA Michigan

FICO

Insurers today are seeking operational efficiency and profitable growth.

They need to quickly change business strategies, pricing tiers, underwriting rules, product configurations and claims processing rules, while maintaining regulatory compliance. They want to identify and sell their most profitable customer segments, increase claims processing efficiencies and cut fraud losses. And they need to cope with today's fast-changing environment.

FICO's advanced suite of technologies, applications and services provides insurers with sharper insights into customer risk and behavior, then helps carriers rapidly move these insights into operational decision making.

Our solutions maximize efficiencies across core business processes, while increasing precision in a host of customer decisions that can trigger profitable growth.

Strategic Insurance Solutions

Underwriting, Pricing and Product Management

Accurately predict risk and set pricing

The ability of insurers to more precisely predict underwriting risk and set pricing policies is critical to building a more profitable book of business. Precision helps reduce losses, bring the right products to market faster and achieve higher acceptance rates among targeted prospects. With FICO underwriting, pricing and product management solution, you can:

- Reduce losses and operational expenses.
- Expand pricing tiers.
- Achieve differentiated pricing across discrete books of business.
- Identify the right business mix for your profitability targets.
- Increase underwriting consistency and capacity.
- Improve competitive agility.
- Introduce fresh, relevant products faster.
- Minimize premium leakage.

Claims Processing and Management

Process and manage claims fast and efficiently

Faster, more efficient claims processing and management has become a key initiative for insurers, both to control costs and to increase customer satisfaction. FICO helps insurers automate claims intake, set more accurate reserves, make better claims decisions, reduce turnaround time, and cut operating costs. With FICO's claims processing and management solution, you can:

- Auto-adjudicate acceptable claims.
- Equip claims assessors with the ability to collect only relevant information at first notice of loss.
- Route claims needing further review to the appropriate investigative professional.
- Identify fraud as early in the process as possible.
- Achieve more efficient reserving by estimating it at the claims level.

Fraud Protection

Cut fraud losses from beginning to end

Due to economic conditions, fraud is on the rise and insurers need to be more vigilant. It is no longer possible to absorb rising fraud costs and the fraud management staff capability isn't really scalable. FICO's comprehensive precision approach allows you to identify and deter more fraud without adding staff. With FICO's fraud protection solution, you can:

- Minimize fraud losses throughout core insurance processes, from the earliest moment possible:
  - At point of sale
  - At first notice of loss
  - During claims adjudication
  - Retrospectively, after claims have been paid
- Achieve a major improvement with current staff in the level of fraud detection.
- Continuously improve the level of fraud detection by leveraging learned fraud patterns to update models.

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Marketing Management

Develop more profitable relationships

Effective marketing hinges on developing actionable segmentation to build personal, profitable relationships with every customer and prospect. This is especially important today when growth depends on cross-selling high value customers and attracting new ones to build market share. FICO enables you to reach these goals with precision targeting, more relevant offers and personalized interactions. With FICO's marketing management solution, you can:

- Segment and target the overall market with greater precision.
- Discover which policyholders are the best prospects for cross-selling or up-selling.
- Identify the customers most likely to value specific product features and pinpoint their price sensitivities.
- Use business rules to easily orchestrate scheduled campaigns, event-triggered programs and real-time online dialogues.
- Maximize the revenue potential of every interaction, adjusting processes to consumer inputs.
- Outmaneuver competitors, adjusting business rules to support new products and campaigns without IT assistance.
- Easily calculate model scores and run your own "what if?" simulations.

Compliance

Easier adherence at lower cost

The insurance industry is highly regulated, requiring the consistent enforcement of mandates across core processes and multiple channels. FICO gives insurers the capability to improve adherence with less effort and lower costs. This is important because with regulation increasing, profits can be squeezed by costly compliance requirements. With FICO's compliance solution, you can:

- Flexibly adjust to varied state and market requirements.
- Automate your compliance documentation and audit tracking.
- Maintain decision transparency, as models and rules clearly show what decision was made and why.
- Formulate precise risk predictions to achieve more accurate reserving and comply with new regulatory capital requirements.
- Allow compliance managers to rapidly modify regulatory rules.

FICO.

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