

Growth Strategy Business Analytics

Harnessing Big Data

Project Overview

A major insurance client wanted to become highly profitable and increase their sales to customers by harnessing 'Big Data' and grow the value of their company to shareholders. They asked CGN to do an exploratory analysis of their customer's risk and liability, likelihood for gaining a potential new customer, and quote data for customer pricing. Using predictive analytics, CGN was able to identify potential targets for pricing strategy and pursuit of high level marketing efforts. After CGN implemented these two strategies, it is estimated that the revenue for the major insurance client increased by 14% on an annual basis.

Business Objectives

CGN's major business objectives included identifying profitable targets, creating a strategy to pursue these highly profitable target markets, increase the bound rate, and create competitive pricing for non-common customers.

Business Challenges

- Client had little/none technical "know-how"
- Lack of technical resources within the client

CGN Global Approach

CGN used advanced predictive analytics technologies to build predictive 'tree' based models. Based on these tree models, CGN identified several different micro customer segments. A few of the customer segments were identified as micro targets for the client to continue pursuing on a higher level of marketing. Also identified was a segment for potential targets for implementing a pricing strategy.

Business Results

- Realized 14% improvement in annual revenue (85M to 97M)
- New business growth from 20M to 32M (12M in new customers)
- Increased hit ratio from 12.5% to 20% through competitive pricing and target market
- Implementation of Micro targeting and pricing strategies

Our Expertise

Our team of highly-credentialed analytics experts provides unique, powerful analytics solutions to help you continually get the most from your data to achieve a sustained competitive advantage. We offer analytical services for customers in a range of industries, including insurance, manufacturing, healthcare, consumer products and the public sector.

CGN provides more than just data analysis applying subject matter expertise, Predictive Analytics and Optimization guidance in areas such as supply chain & operations, collaboration & procurement strategy, emerging markets strategy, organizational transformation and business technology strategy across many industries.

CGN's Business Analytics Practice utilizes sophisticated Predictive Analytics and Optimization techniques to assess and help you manage your business operations with utmost efficiency. Our team of seasoned analytics experts, many with PhD-level credentials, will give you the forward-looking insights you need to address critical business needs. With the ability to anticipate what the future holds, you can develop plans and strategies with confidence.

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