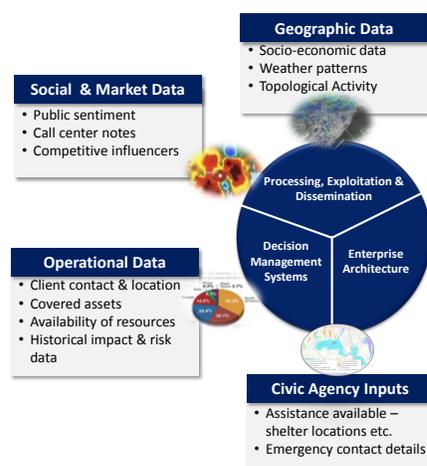# CaRe

Powered by TADA

Take Your Catastrophe Response to a New Level

Protect Your Brand

In today's hyper-connected world, every new catastrophe represents a moment of truth for insurers. If managed well, your response can gain stronger customer loyalty and media praise, and may even present a rare opportunity to attract customers from your competition. However, even small missteps can get amplified into perilous blows to your brand and reputation. The challenge to any insurer is to respond swiftly to each disaster with the right resources, in the right places, in a way that builds the trust and loyalty of your customers, while avoiding public relations land mines in the social media landscape.

Many insurers have first-rate, even best-in-class field operations and deployment strategies. However, no amount of pre-planning and resources can inoculate against unforeseen problems or an unfortunate customer encounter that goes viral. During a catastrophe response, your team is challenged to make decisions in real time with inadequate information, but there is an expectation from your customers that you will have a high level of accurate knowledge about the conditions "on the ground." In the current environment, you will be judged and compared to your competition instantaneously, and your successes and failure will be amplified substantially within social mediums.

CaRe, powered by TADA, fills the information gaps in your catastrophe response, allowing you to identify and address customers' needs as quickly as they are expressed. CaRe is the


Geographic Data
- Socio-economic data
- Weather patterns
- Topological Activity

Social & Market Data
- Public sentiment
- Call center notes
- Competitive influencers

Processing, Exploitation & Dissemination

Decision Management Systems

Enterprise Architecture

Operational Data
- Client contact & location
- Covered assets
- Availability of resources
- Historical impact & risk data

Civic Agency Inputs
- Assistance available – shelter locations etc.
- Emergency contact details

Technology Solutions
- Real-time data harnessing & integration
- Social media analytics
- Natural language processing
- Location-based sense & respond
- Remote assistance: wearable & sensors

**CGN Global.** *Finding New Answers in Business.*

cgn global

catastrophe response solution that delivers an integrated view of the situation and your best response by combining disparate sources of information on a single actionable platform.

Zero – Latency

Real time analytics and decisions for resource deployment as events unfold to meet policyholder needs as well as the needs of the business

Flexible

Structured and unstructured data from policy details to twitter comments

Emerging Themes

Sentiment analysis and natural language processing for real time contextual insight
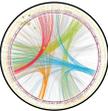
Intuitive Visualization & Analytics

Customized interaction based on the relevant audience whether in HQ or out in the field

CaRe combines structured and unstructured data to support real time decision making. Taking the internally-held information about your customers (physical location and other demographics, types of policies in force, etc.) and combining it with unstructured information (e.g. public agency alerts, internal projections and alerts, social media posts), CaRe provides the infrastructure to deliver high-velocity decision making and a highly-focused response.
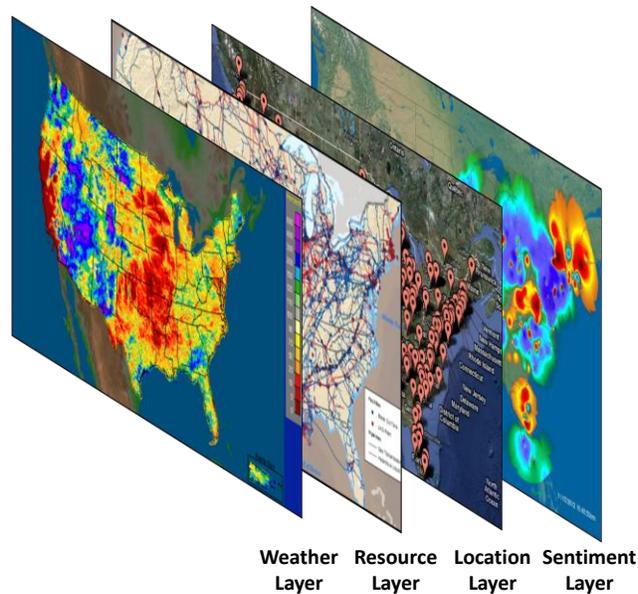
With CaRe, you can focus resources on providing the right support in the right places to your customers in their hour of need. CaRe also helps to protect your brand, and exploit the misfortunes of your competition to gain high value market share.

Weather Layer   Resource Layer   Location Layer   Sentiment Layer
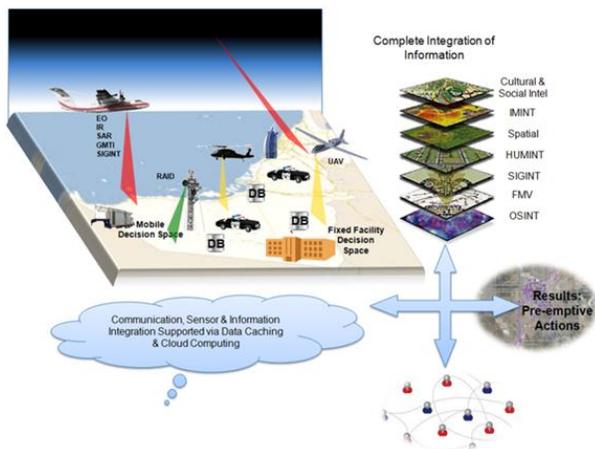
- **Micro-segmentation & targeting**
  - Identify Resource Needs
  - Targeted Tactical Responses
  - Micro-targeted Advertising & Social Media Management
- **Customer satisfaction & retention**
  - Brand image monitoring
  - Marketing engagement & feedback
  - Identify Agent Tactics Needed
- **Dynamic competitive analysis**
  - Precise targeting to competitor's customers