

## Insurance Applications

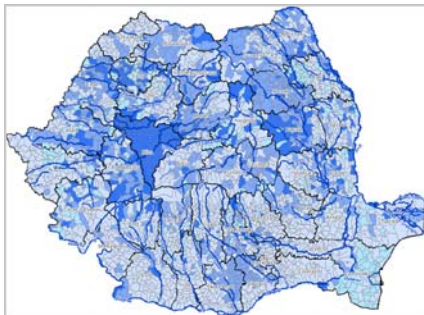
Meeting the targeting and risk assessment needs of the Insurance industry

### Services available

Many of Europe's leading insurance companies use Mosaic®, Experian's consumer classification system which, together with Micromarketer, our desktop analysis and mapping package for market planning and target marketing, provides comprehensive socio-demographic and socio-economic data fully integrated with a dedicated reporting system suitable for marketers.

Geo Strategies and Experian have produced **Mosaic Romania®** which classifies each one of Romania's 21.6 million inhabitants into 10 groups and 45 distinct sub-groups. Each group describes people according to the type of neighbourhoods in which they live and is based on the well-established principle that when people are deciding where to live, they live amongst people with similar demographics, lifestyles and aspirations to their own.

In addition to this, we have a large team of specialists who understand the requirements of the insurance industry and are dedicated to understanding individual business requirements. Our expert analysts and consultants work with organisations to enable them to use information more effectively and provide a comprehensive



range of services to help address the needs of those within the insurance market.

### Information available

As well as helping you understand and use your own data more effectively, Geo Strategies-Experian have a range of specialist data products to enhance your ability to accurately profile and target existing customers and new prospects.

Mosaic Romania® is based on postcodes which are classified using census, demographic, financial and housing data into 45 consumer segments. These sub-groups range from 'Corporate High Flyers', to 'Educated Professionals', to 'Settled Provincial Life'. Each of these groups has identified habits in terms of **their propensity for financial services and savings**. They also have a range of purchasing power.

For extra detail, Mosaic Factors provide scores for each postcode on 'Age', 'Education', 'Employment' and 'Ethnicity'. These can be used to model **'hot' and 'cold' areas** for actuarial calculations.

All of this data has at its base a comprehensive 'Building Stock Database' which details for each postcode the number of residential properties and how they differ by type (i.e. house, apartment block, etc), age of construction, size, number of rooms and estimated value.

Fully mapped information on the socio-economic mix, housing, propensities, scoring, etc. can be accessed and reported with **Micromarketer Romania®** (MMg3 Romania).



## Life Insurance & Pensions

It is recognised that life expectancy differs by socio-economic group. It is also evident that social class differentials in life expectancy are both pronounced and persistent. Knowing the **socio-economic mix within your pension scheme** will help you better manage longevity risk.

In addition, most pension schemes provide spouse benefits to a surviving partner on death. The presence of a spouse can add around 12% to the total cost of providing pension benefits. It is therefore important to have an indication of who is married and who is not.

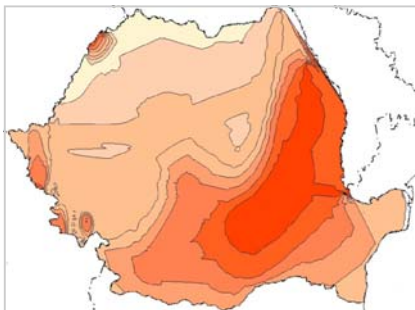
The traditional approach to longevity and risk has only used age, gender and pension size. The addition of Social Class which is available from Mosaic Romania adds significant extra value to actuarial calculations.

## General Insurance

The two most significant components of the non-life sector are motor insurance and property insurance.

Currently, **motor insurance** dominates in Romania with 54% of the total insurance market. Mosaic Romania is based on information which helps identify those which present higher risk in terms of motor insurance.

**Property insurance** (including perils) currently totals 23.9% of the market but is predicted to grow significantly in the next few years. Mosaic Romania contains extensive information on



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building types in Romania based on 127,000 survey points.

In addition, Geo Strategies-Experian has a **Perils Data portfolio** which holds comprehensive data on natural hazards including flood, land slides, and seismic risk.

Combining the Perils Data with both population information and socio-demographic data provides the best information available for identifying critical areas for perils insurance - and also the risks involved.

## Applications

- Portfolio analysis
- Target marketing - Identifying cross-selling opportunities, estimating market size.
- Persistency analysis
- Profit potential - Identifying customers with highest profit potential using variables such as Mosaic, age, premiums paid, claims value, loss ratio or location.
- Sales territory planning - Gap analysis, equitable target setting based on potential within sales area, design and mapping of sales territories.
- Underwriting - Claims analysis, area rate setting, premium setting.
- Media selection - Selecting best media to use for advertising.
- Action and support - **Providing maps, reports and integrated information** to support brokers and intermediaries both nationally and locally.

We have many years of experience of working with the Insurance industry and have data from a wide range of sources to call upon to support actuarial calculations and business decisioning.

