EARNIX PERSONALIZATION

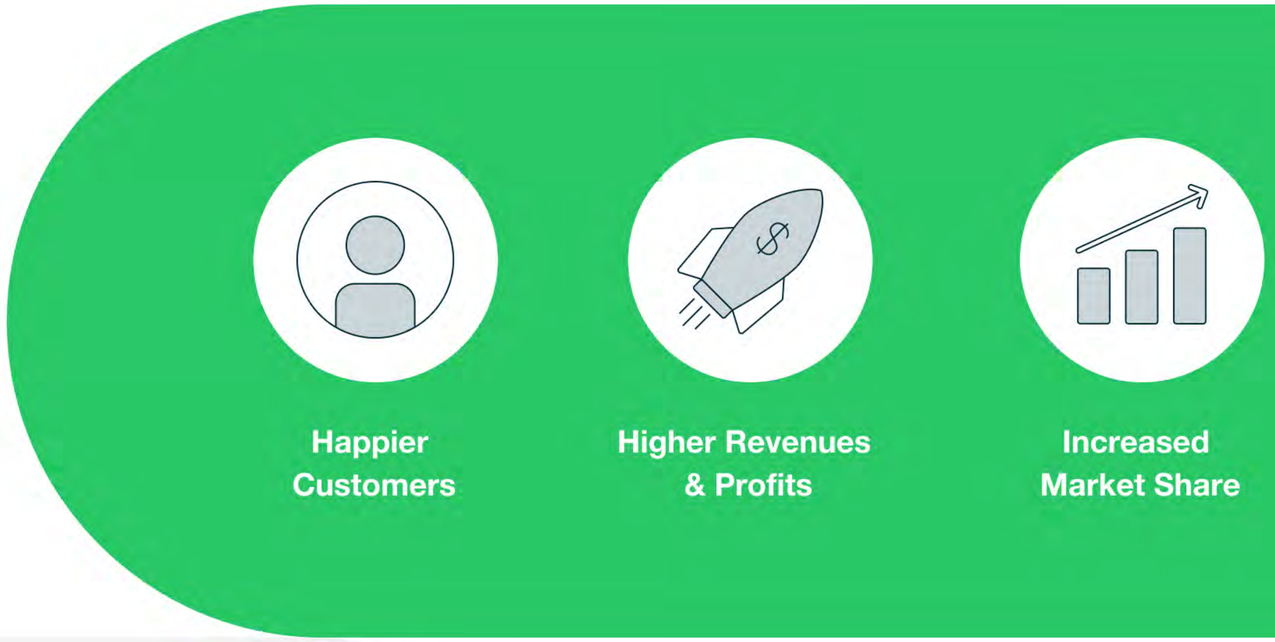
The Key to *Unlocking New Business Growth* and Superior Customer Engagement

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Introduction

Competition is growing in the insurance market and new pricing strategies and product bundles are being introduced on a daily basis. When done well, personalization delivers value to both the insurance company and the customer.



For those who don’t know how to get started, Earnix delivers **proven personalization best practices** and **innovative new solutions.**

The Personalization Opportunity

For insurance companies, successful personalization strategies can deliver benefits that are hard to achieve using traditional approaches. Successful personalization programs have delivered a number of impressive advantages:

01
Created new revenue streams and increased total sales

02
Attracted new customers, improved customer engagement and enhanced long-term loyalty & retention

03
Created meaningful cross-selling efforts

04
Creative new offers, such as highly tailored insurance bundles and add-ons

accenture | STUDY

Consumers appreciate—and are now even demanding—personalization. A recent Accenture study showed that **95% of new customers are willing to share their own personal data** in exchange for more personalized insurance services.[1] Yet some insurance companies don't know how to get started, or worse, continue to rely on siloed legacy applications and systems that simply can't deliver.

1. Accenture, "2019 Global Financial Services Consumer Study: Discover the Patterns in Personality," 2019.

Personalize & Win with Earnix

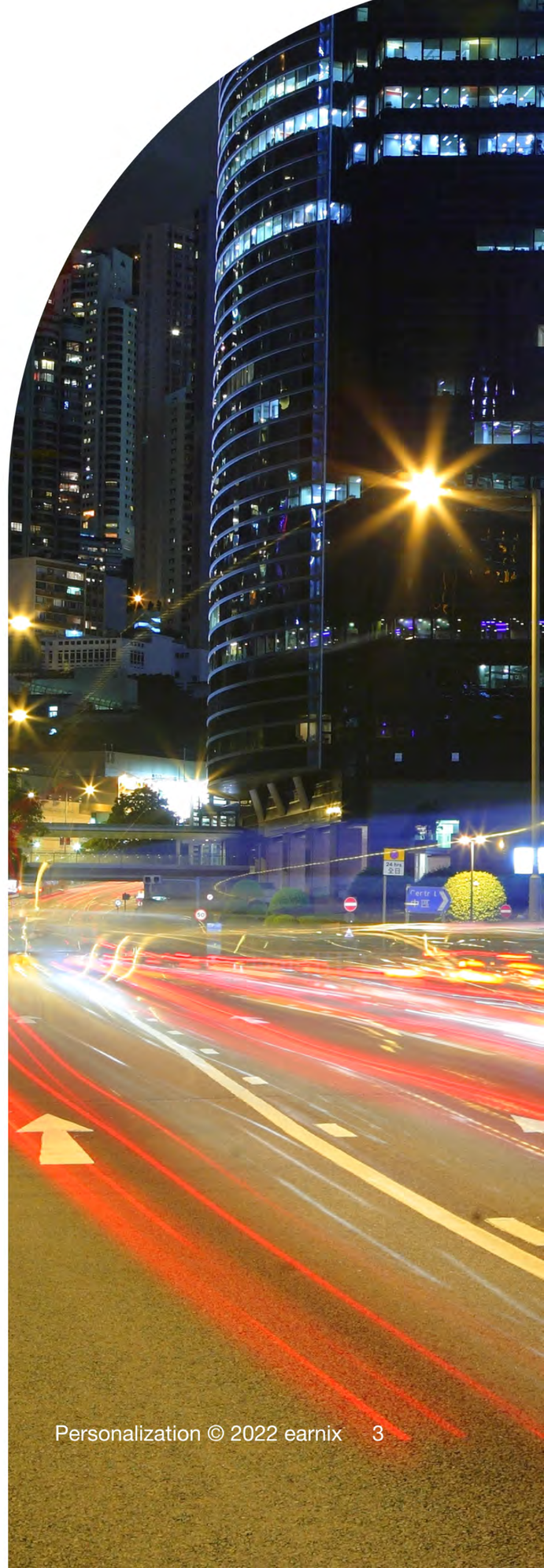
Earnix offers extremely fast time to market, empowering insurers to implement rating and pricing processes, set up day-to-day use, and **start seeing real business value in just a few months**—if not sooner.

Earnix now overcomes all of these challenges and gives insurers a true personalization solution that is built for the future.

Earnix's personalization capabilites enable insurance companies to **define, personalize and deploy highly relevant offers** across the enterprise. This means insurance companies can personalize insurance bundles, while also enhancing the customer experience and helping them stay ahead of the competition.

The Earnix solution comes complete with data management and modeling tools, advanced analytics, machine learning and AI-driven functionality, and powerful reporting and governance—all in an agile, composable and real-time pricing and rating technology.

With Earnix, insurers can quickly model, run "what-if" simulations, and create highly personalized insurance packages through a number of creative and engaging ways. Our solution **eliminates the need for manual processes and disconnected, disparate systems** that waste too much time and lead to too many errors. With Earnix, business users can update models, create new personalization strategies, and push product configurations into the market with real-time deployments.



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Real-World Personalization Results

For insurance companies, successful personalization strategies can deliver benefits that are hard to achieve using traditional approaches. Earnix's successful personalization programs have delivered a number of impressive results:

4.54%
Increased Total GWP

Earnix demonstrated that its solutions could provide the agility and the flexibility an insurer needed to meet market requirements. To top it all off, the company recorded a **4.54% increase in total GWP.**

5.09%
Increased Add-On Premium

With the Earnix Personalize-It solution, this firm was able to develop much more personalized offers. As a result, there was a **5.09% increase in add-on Premium.**

4.75%
Increased Policy Conversions

All of this has contributed to significant business results. In addition to more add-on sales, **policy conversions increased by 4.75%.**

With Earnix, it’s possible to start small, test and measure results, and look to **incorporate lessons learned** (and other types of data) to continue to improve personalization success.

How Does Personalization Work



Earnix Personalize-It encourages productive **collaboration** with streamlined but powerful workflows and processes.

1

The product manager builds a **catalog of product** offers in the Personalize-It solution.

2

They **sort the offers into bundles** of one, two or three offers that can be presented to the customer at the point of quote.

3

In a Personalize-It project, a pricing analyst **builds product demand** models to determine the best bundle to present to the customer based on business goals.

4

The customer is presented with the **best bundle,** selects and purchases an offer.

UBI: Driving to Personalization Success

Usage-based insurance has already **fundamentally changed the insurance landscape.**

The Earnix Drive-It™ solution uses a wide array of intelligent telematics data collected from our Drive-It app for best-in-class modeling, pricing, and rating. With Earnix, **gain the full picture of driver behavior and model a wide range of data** to develop and deploy the right personalized UBI offers in real time. Earnix offers a state-of-the-art telematics app, which serves as the foundation in establishing a new and transformative mobile-centric UBI offering.

We deliver the full capabilities you need to **anticipate and proactively address the requirements of a changing market,** including data accuracy, driving risk models, driver engagement and more.



The Time for Personalization is Now

Model, simulate and compare pricing scenarios in real time, with rapid time to market. Implement Earnix rating and pricing processes to **see value** in weeks. Harness personalization—and achieve real business results. Visit earnix.com today.

Deliver Personalized Customer Experiences →

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Earnix is a leading provider of mission-critical systems for global insurers and banks. Through Earnix, customers can provide prices and personalized products that are smarter, faster, safer and in full alignment with corporate business goals and objectives. Earnix's solutions offer systemized, enterprise-wide value with ultra-fast ROI. Earnix has been innovating for Insurers and Banks since 2001 with offices in the Americas, Europe, Asia Pacific, and Israel.