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Accenture Life & Annuity Analytics Series: Agent and Customer Behavior Demo
Video/Podcast Transcript

Welcome to Accenture Life & Annuity Analytics, the first analytics solution designed specifically for life and annuity carriers. Accenture Life & Annuity Analytics provides a suite of powerful insights across 5 industry domains that can help drive better outcomes for your business.

In this video we'll explore the Agent and Customer Behavior domain which provides several predictive models, including Surrender Predictions, which shows you the likelihood that your customer will surrender a policy. More importantly, it provides an opportunity for you to implement conservation actions to prevent a surrender. The Surrender Prediction Model can predict surrenders to within 90% accuracy against real surrender data. The model considers approximately 15 variables such as insured age, face amount, years since issue, and number of riders, among other variables.

This dashboard chart shows the active policies that are likely to surrender. By selecting these policies, you can identify those with the highest surrender probability, starting with the 100 policies that indicate a 90-100% probability of surrendering.

The Dashboard can interface with multiple internal systems and trigger conservation actions. For example, the system can send proactive emails with a customized Smart Video that explains the benefits of a specific product and prompts the recipient to take action.

Watch additional use cases and learn how Accenture Life & Annuity Analytics can help boost your business performance. Visit Accenture.com/LAAnalytics