

Improve Engagement, Boost Retention and Increase Business Growth with Life Event Monitoring and Alerts

Reach out to home, life, and auto policyholders at the moments that matter to them



Every month, around five percent of insurance policyholders experience a major life event — a move, a marriage, a new baby, or financial status change — that impacts their insurance needs. These policyholders have demonstrated they are highly responsive and have built-in incentives to buy increased coverage or a new insurance product.

For agents and marketers, this is a crucial point-in-time opportunity for outreach with a proactive, carefully nuanced offer appropriate to that life event. For one thing, your policyholders will get competing offers from others. As the incumbent, you have the upper hand when it comes to retention and upsell or cross-sell, but only if you can be there for your customers at these crucial “moments that matter.”

The challenge we solve is delivering automated, timely, and cost-effective life event alerts on just your impacted policyholders. With LEMA, the Life Event Monitoring and Alerts service from Fenris, producers, agents, and insurance companies can get a “big data” solution customized for their individual book of business and way of going to market.

How it works

Fenris hosts an anonymized extract of your customer database. Nightly, we collect observed (not predicted) life-event data from validated sources. Using advanced analytics, we find matches within your book of business and provide the resulting data via API to integrate into your marketing outreach workflows. We can also deliver via batch files for importing or provide an email notification for individual outreach.



Use case #1: Personal outreach

Some firms thrive on a high-touch, highly personalized approach to their customers. Fenris provides daily or weekly email updates on policyholders that agents can use to prioritize for personal outreach.

Use case #2: Marketing automation

Large enterprises typically use some level of marketing campaign management or automation solution for re-marketing or customer retention. Fenris provides a daily or weekly automated alert via API that can be easily integrated with most marketing systems so you can execute planned campaigns and structure new campaigns on the fly to capitalize on the moments that matter.

Use case #3: Next best action

Fenris APIs can also integrate with the next best action systems that digitally-savvy carriers employ to target and personalize engagements with customers. The data can support both outbound marketing actions and personal outreach from a producer.

Change Events

Location



Home Listed



Under Contract



Recently Moved with prior address

Family



Newly Engaged



Newly Married



Newly Expecting



New Child



Newly Single

Financial



Credit proxy trends



Wealth



Income

Data preparation services

If you need assistance consolidating multiple customer data files into one or preparing your customer data file for extraction, our data experts and data scientists can help. No client PII is ever stored by Fenris.

About Fenris Digital

Fenris is an insurtech company established by insurance and data experts to reduce friction, improve results, and reimagine the customer retention, cross-sell and upsell experience.

Try before you buy

Find out how much of your book of business is in play for cross-sell or churn in a free, no-obligation, and no-integration trial of LEMA. Or, if your developers want to get their hands on the latest in API-delivered insights, you can get credentials for a limited time free trial and run your own analysis.

For more information, contact us at hello@FenrisD.com or visit us at www.FenrisD.com today.

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