fenris™
digital

Auto Prefill

Employee benefits platform turns to Fenris for help improving data quality and completeness with its Property Protection and Insurance marketplace

Customer Overview

This lifestyle benefits company offers a broad selection of discount programs and voluntary benefits, including a Property Protection and Insurance marketplace, to employees of member companies.

Challenge

The company receives employee data from thousands of employers in disparate forms, with little to no data validation. This in-house data proved difficult to cleanse and maintain, so it could not be used to streamline the auto insurance application process.

Fenris Solution

The company implemented Auto Prefill to leverage Fenris' industry-leading matching algorithms.

With Auto Prefill, powered by our data repository that includes 255+ mm people and 130+ mm households, Fenris can provide real-time insights about missing data elements and additional household occupants. Fenris can also provide element-level data corrections such as fixing wrong zip codes to improve match rates.

Result

Fenris Auto Prefill has enabled the company to return better data, identify more vehicles to prefill, and reduce manual effort in the application process. Auto Prefill delivers a 20% increase in overall match rates and a 5% to 7% increase in application completions.

"Application completion rates are up 5% to 7% in about 6 months following the implementation of Auto Prefill."

– Chief Product Officer

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