



Acquire with Retention in Mind

Identify the right prospects at the outset to grow profitability.

The U.S. insurance marketplace is a highly competitive environment. Implementing effective acquisition and retention efforts can be your competitive edge and boost your profitability. It's all about identifying the right prospects at the outset.

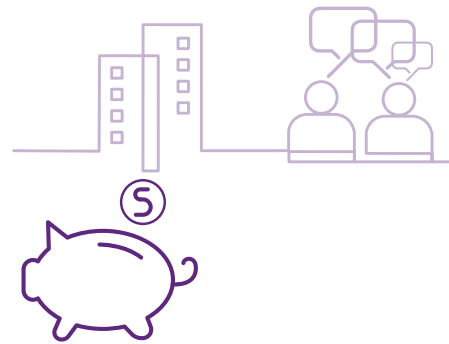
THINGS TO CONSIDER



Policyholder attrition can significantly impact profitability.



It's much more profitable to keep existing clients than it is to acquire new ones.



Acquiring with retention in mind helps you avoid the policyholder churn that can eat away at profits.

INDICATORS THAT CAN POINT YOU TO THE RIGHT PROSPECTS

The critical factor in accurately determining a prospect's retention potential is engaging highly predictive, insurance-specific intelligence at the point of prospecting. The following three key indicators measure this potential:



1 Identity verification affirms the integrity of the prospect's identity-related data.



2 Advanced analytical models predict risk and the likelihood of attrition.



3 Real-time lead assessment and evaluation provides a window into a prospect's policy-related behavior.



The right data combined with robust analytics can help you attract and keep the right customers, right from the start.

MAKE ACQUISITION WITH RETENTION IN MIND A CRITICAL BUSINESS IMPERATIVE.

For more information, call 877.719.8805, or email insurance.sales@lexisnexisrisk.com

