Can you spot a fraudster?

Steria... delivering REAL customer insight

steria

To find out more visit **www.steria.co.uk/finance**

Identify your most valuable customers

Claims fraud and credit or claims risk cost the financial services industry millions every year. So wouldn't it be great if you could predict which of your existing or potential customers was going to add the greatest value to your business in the years ahead – and who was most likely to be a drain on your resources with repeated or fraudulent claims?

When times are tough – and let's face it, these are the toughest in recent memory – companies, especially in the insurance sector, face increased risk of fraud as well as the associated rise in costs due to the sheer volume of claims. Just when it's become essential to use your customer information intelligently to gain an understanding of the **true value of your customers**, data is trapped in conflicting systems and can't be shared.

In this economic climate, insurers and banks need partners they can trust to help them **unlock the real value of their customer data**. At Steria, that's what we do.

Effective customer strategies

Wouldn't you like to know **which customers to target and which ones to avoid?** Or perhaps you want to increase your renewal rates whilst still reducing costs? Which of your programmes will deliver improved loyalty, customer intelligence and cross sales ability?

We can help answer these questions. How? Renowned for matching best of breed solutions and partners to client needs, we have chosen to work with a small number of expert companies to offer highly focused solutions to business issues, such as the need for informed decision making. That's why we've teamed up with a specialist in **predictive customer analytics** to enable organisations like yours to go beyond simply 'using' customer data, to truly exploiting the real value of your customer information.

"We chose Steria because of its flexible, responsive approach, coupled with its track record of delivering real value to the bottom line beyond simple cost reduction."

Director – major global bank

Maximise business success

Already delivering a full range of business-focused services and client analytics solutions to the financial services sector, Steria is helping its clients to effectively identify the customers who'll add the most lifetime value to their businesses.

Balancing the risk and cost of your customers is an ongoing challenge. Steria can help you optimise your decision making and minimise that risk.

Find out how by visiting **www.steria.co.uk/finance**

"This pragmatic approach has seen us develop a sophisticated campaign planning methodology through JaywingDMG, which has delivered real improvements in campaign cost efficiency."

Stephen Dabney, Campaign Manager,
Lloyds TSB Insurance Services

Informed decision making

At Steria we know that our clients depend on the efficiencies delivered by our integrated business process outsourcing model, as well as on the excellence of our technology services and consulting solutions. They also trust us to seek out innovation and push the boundaries by working with the best partners to achieve the best result.

And in the specialist area of predictive customer analytics that's what we've achieved. We're working with JaywingDMG, experts in understanding and exploiting the value of customer data. They are already working with top brands such as Swinton, Egg and Lloyds TSB Insurance Services, using their predictive analytics expertise to optimise data strategies. And the results are impressive.

Organisations can now:

- Predict real customer value in order to prioritise investment
- Identify up to 80% of potential frauds by screening fewer than 3% of applicants
- Achieve up to a 30% increase in average policy value
- Increase conversion rates by up to 33%
- Reduce cost per policy by up to 40%
- Achieve up to 18% increase in renewal rates
- Effectively set credit limits, implement risk-based pricing, and prioritise collections activity.

jaywingDMG