

# Client Success Story in Insurance

## Upsell opportunities in Automotive Insurance

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### THE CHALLENGE

A major British insurance company was facing a less than satisfactory upsell rates for their automotive insurance customers. The company saw an opportunity to improve overall performance by increasing upsell rates through data-driven insights and action.

### OUR SOLUTION

An initial data exploration deduced some rules identifying segments with high propensity to upsell (62%). Some immediate actions were recommended based on **Pattern Modelling**.

Using customer, transactional, service & NPS survey data, the model we created predicted the likelihood of customers to be sold additional products within a given timeframe, by giving a "propensity to sell score" (0-100%) to each customer.

### THE RESULTS

Our highly validated model supplied dynamic alerts and recommendations for action. Following model deployment and campaign execution to address key findings, upsell rate was increased by 28%. The project also provided deeper understanding of which customers are high/low priority and opportunity to build targeted marketing initiatives for high-likelihood customers based on Next Best Action Generator.

