



Delivering location content and services

Do you need access to data on demand?

- » Reduce risk exposure through property level risk scoring data
- » Improve claims processing times and costs
- » Identify fraudulent outlying claims
- » Improve customer service and retention
- » Build evidential content for claims disputes



Reduce risk exposure

Improving the ability to predict future cash flows through a greater understanding of insured risk is predicated upon having granular, comprehensive and accurate risk data available on demand. Reducing the riskiness of cash flows potentially improves pricing competitiveness and the ability to retain and attract new customers. For example moving from Postcode to an Address based model, allows an insurer to provide more competitively priced quotes through more granular risk scoring models.

emapsite data allows insurers to build increasingly sophisticated data models that suit the business of each firm. Multi-layered, linked, granular data sources improve data model robustness and outcome predictability – thereby increasing the accuracy of risk scoring, possibly leading to new product innovation and market opportunities.

Data models typically include base-line mapping, address data, non-postcoded assets that present a potential risk together with perils data, historic land use, property information, environmental, geological and crime histories.

Benefits:

- » Potential to competitively price to attract and retain lower risk customers
- » Greater ability to identify individual higher risk customers
- » Greater predictability of future cash flows and business forecasting
- » Avoidance of over exposure to location accumulations
- » Smarter use of reinsurance budgets
- » Improved risk management of portfolio as required by Solvency II legislation
- » Greater segmentation of insurer's market and product differentiation

Improve claims processing times and costs

Efficient and timely processing is key to maintaining customer satisfaction, controlling costs and identifying possible fraud. emapsite's products and services enable loss adjusters and claims managers to reduce processing times and costs through process automation. The ability to quickly assimilate data at the desk reduces the need for site visits or alternatively improves productivity of on-site visits when they occur.

emapsite provides data from a number of well-established and industry recognised sources to:

- » quickly build an accurate picture of the insured asset prior to the point of claim
- » determine environmental conditions prior to or at the time of claim
- » understand the proximity to perils and hazardous non post coded Assets to determine possible causation

Identify fraudulent outlying claims

Analysing claims patterns aids the identification of areas of higher risk due to naturally occurring or man-made perils and enables individual or clusters of claims to be identified that may be fraudulent. Understanding peril and event extents mapped against policy holder locations allows accurate forecasting of likely total exposure and enables exposure to be communicated both internally and externally.

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Improve customer service and retention

When an event occurs, understanding the proximity of policy holders to its extent allows insurers to proactively manage customers to ensure the financial and emotional impact of the event is minimised. This in turn reduces claims processing lapsed times thereby reducing processing costs and improving customer satisfaction.

Evidential content for effective claims disputes

In cases where causation is disputed emapsite is able to source data to supplement standard Screens information to build further evidence that may help settle disputes more timely and effectively.

Insurance products from emapsite

emapsite's Screen products collate available data relating to the address you have selected from a number of credible sources including the Environment Agency, British Geographical Society, Bluesky and Ordnance Survey. The information provided is based on the latest output supplied from these organisations.

The following Screens are available in pdf format:



FloodScreen by emapsite™

Includes groundwater, river, coastal and surface water flooding.



SubsidenceScreen by emapsite™

Identifies susceptibility to subsidence from running sands, landslides, collapsibles, soluble rocks, compressible ground, and ShrinkSwell in correlation with proximity to trees.



AerialScreen by emapsite™

Aerial photography of property to ascertain condition of property prior to claim.

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Insurance services from emapsite

When accuracy and currency is key...

Purchasing national data sets and maintaining the data, licenses and IT environment is expensive and time consuming when multiple data sources and suppliers are required. Time to market is restricted by in-house resource availability invariably impacting business agility reducing the ability to fully exploit market opportunities as and when they occur.

emapsite hosts and manages a broad range premium data sets made available through OGC compliant WMS/WMTS and WFS services and web service API's. Each service API is configured to meet the individual company requirements and is easily modified to meet changing needs. Services are structured so that costs are amortised over the contract period removing the need for CAPEX expenditure in IT hardware, software and data licenses. A further advantage is that firms only pay for the data needed. It is estimated that firms sourcing national data sets only use a small proportion of the data purchased.

Data quality naturally declines over time and at differing rates subject to the dynamic nature of the data. The frequency of update should be determined to ensure that data is always "fit for purpose" rather than through resource constraints. emapsite updates the data we manage in line with provider release schedules, this ensures that your data is always up to date.

emapsite will manage your data licenses and therefore reduce the need to manage multiple suppliers and contracts.

emapsite's on demand service

emapsite provides a range of data for the insurer, delivered through an on demand cloud service and integrated into the insurer's underwriting, claims and settlement processes. This removes the need for firms to host, manage, maintain and distribute data to their applications or internal consumers.

 www.emapsite.com

 0118 973 6883

 info@emapsite.com



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