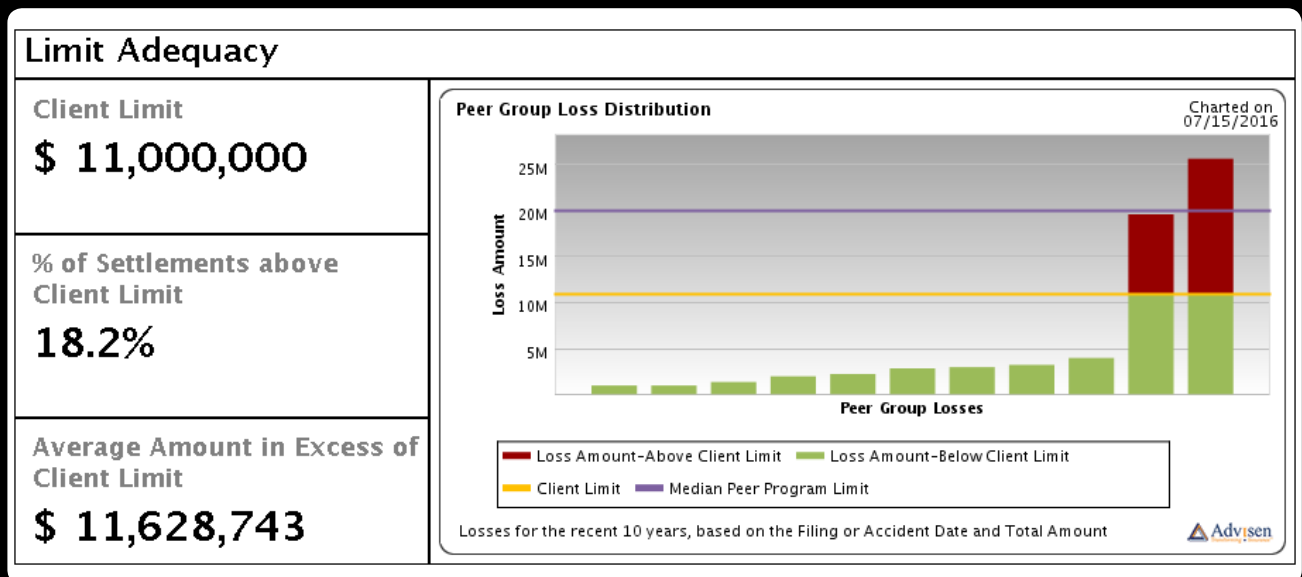## IMPROVE LIMIT ADEQUACY RECOMMENDATIONS

THE SITUATION

The insurance buyer for Acme Widgets Corporation has been reluctant to purchase more Excess Liability limits as recommended by their broker due to cost concerns among executive management. This is because Acme Widgets' liability claims experience has been minimal and those they have experienced were covered under the primary layer. However, the insurance buyer is aware that their good fortune could change and is losing sleep because he is unable to demonstrate the need to purchase higher limits.

THE SOLUTION

By using the Advisen Client Insight Expert product, Acme Widgets' broker was able to graphically illustrate how their peer group's loss experience compared to their current limit and how those events would have impacted their financial position. This information provided the insurance buyer with the data needed to convince his superiors to purchase higher limits.

Limit Adequacy

Client Limit	
$ 11,000,000	
% of Settlements above Client Limit	
18.2%	
Average Amount in Excess of Client Limit	
$ 11,628,743	

Peer Group Loss Distribution — Charted on 07/15/2016

Loss Amount (y-axis): 5M, 10M, 15M, 20M, 25M
Peer Group Losses (x-axis)

Legend:
- Loss Amount–Above Client Limit
- Loss Amount–Below Client Limit
- Client Limit
- Median Peer Program Limit

Losses for the recent 10 years, based on the Filing or Accident Date and Total Amount

△ Advisen

THE OUTCOME

The total revenue of the account increased, the broker's E&O exposure was reduced, and the client's overall satisfaction improved.

ADVISE CLIENTS TO ADD NEW COVERAGES

THE SITUATION

Acme Widgets Corporation had never experienced a data breach and had not heard of any of its peers being impacted by one. As a result, the insurance buyer for Acme Widgets resisted his broker's recommendation to purchase cyber liability coverage.

THE SOLUTION

Acme Widgets' broker was able to illustrate that the company does, in fact, have cyber exposure using the Advisen Client Insight Expert product. He was able to visualize the frequency of large cyber losses that its peer group had experienced over time. This information justified the need to purchase the coverage.

Median Number of Large Losses in a Year by Likely LOB — Charted on 07/15/2016
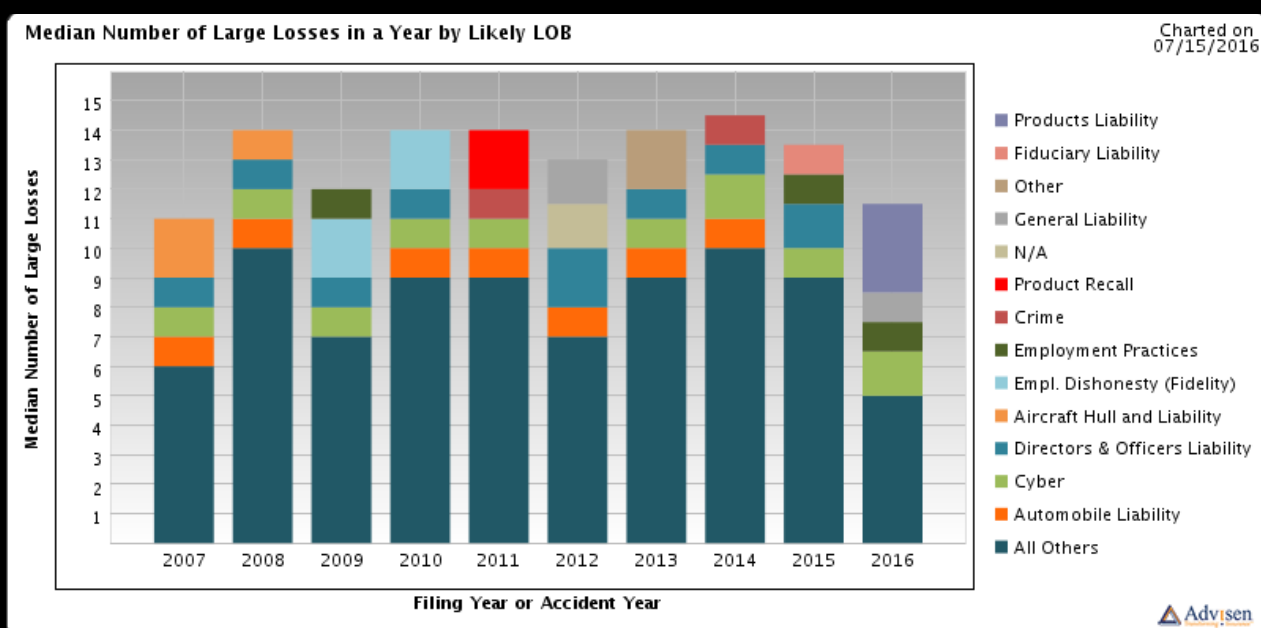
THE OUTCOME

Total revenue of the account grew, the broker's E&O exposure was reduced, and the broker gained new leads when the client spoke about the broker's recommendation at a local networking event.
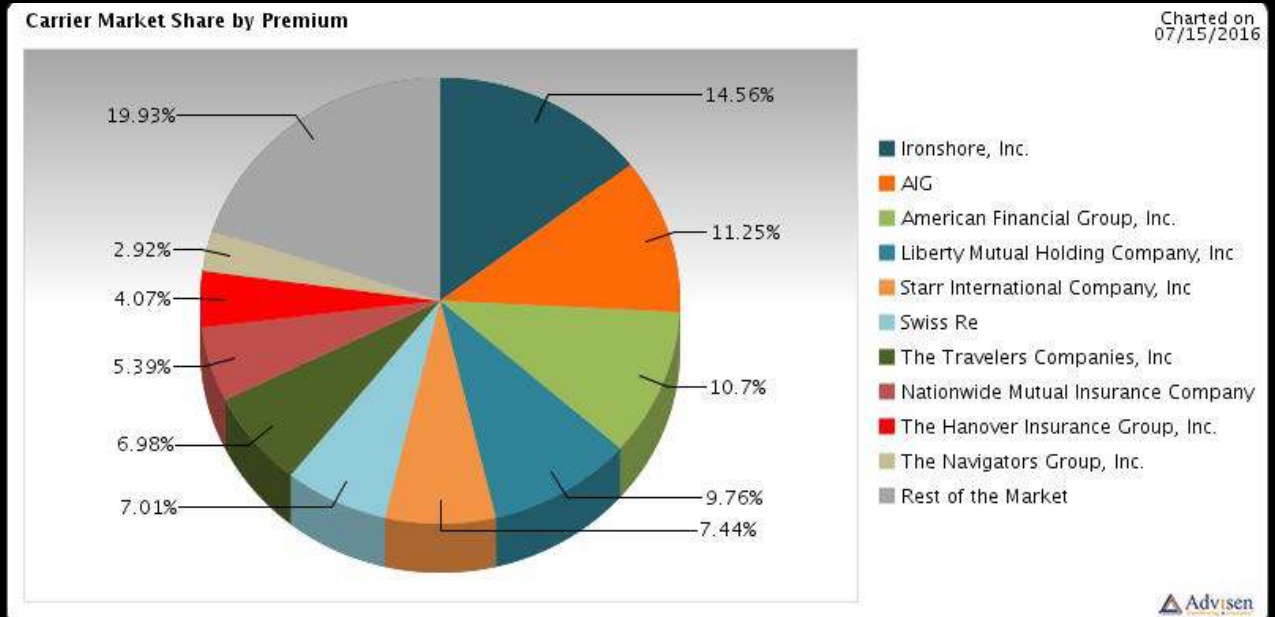
INCREASE RETENTION RATES: CLIENT CONFIDENCE IN MARKET SELECTION ADVICE

THE SITUATION

Acme Widgets was non-renewed by their general liability insurance carrier because the carrier no longer had an appetite for their class of business. This was inconvenient because although Acme Widgets had a favorable loss experience, they traditionally struggled to find carriers interested in them based on the nature of their business. Acme Widgets wanted to find a carrier who not only understood their exposures but with whom they could also develop a long term relationship.

THE SOLUTION

Using Advisen's placement analytics, the broker was able to identify what carriers were writing business in their industry and how their overall market share was trending. This gave the client peace of mind that they would be with a carrier who understood their business and would be less likely to retreat from the segment.

Carrier Market Share by Premium — Charted on 07/15/2016

- Ironshore, Inc. — 14.56%
- AIG — 11.25%
- American Financial Group, Inc. — 10.7%
- Liberty Mutual Holding Company, Inc — 9.76%
- Starr International Company, Inc — 7.44%
- Swiss Re — 7.01%
- The Travelers Companies, Inc — 6.98%
- Nationwide Mutual Insurance Company — 5.39%
- The Hanover Insurance Group, Inc. — 4.07%
- The Navigators Group, Inc. — 2.92%
- Rest of the Market — 19.93%

THE OUTCOME

Client retention increased and the broker elevated their trusted advisor status with the client.

WIN NEW BUSINESS: ALIGN CARRIER APPETITE AND CLIENT PROGRAM NEEDS

THE SITUATION

Acme Widgets is dissatisfied with its incumbent broker and is interested in making a change. The number one criterion in their search is a broker who has expertise in their industry.

THE SOLUTION

Broker XYZ won Acme Widgets' business using Advisen's Placement Analytics. It was able to differentiate itself by studying carrier behavior and designing a program that utilizes various carriers at attachment point levels with which they are most comfortable.
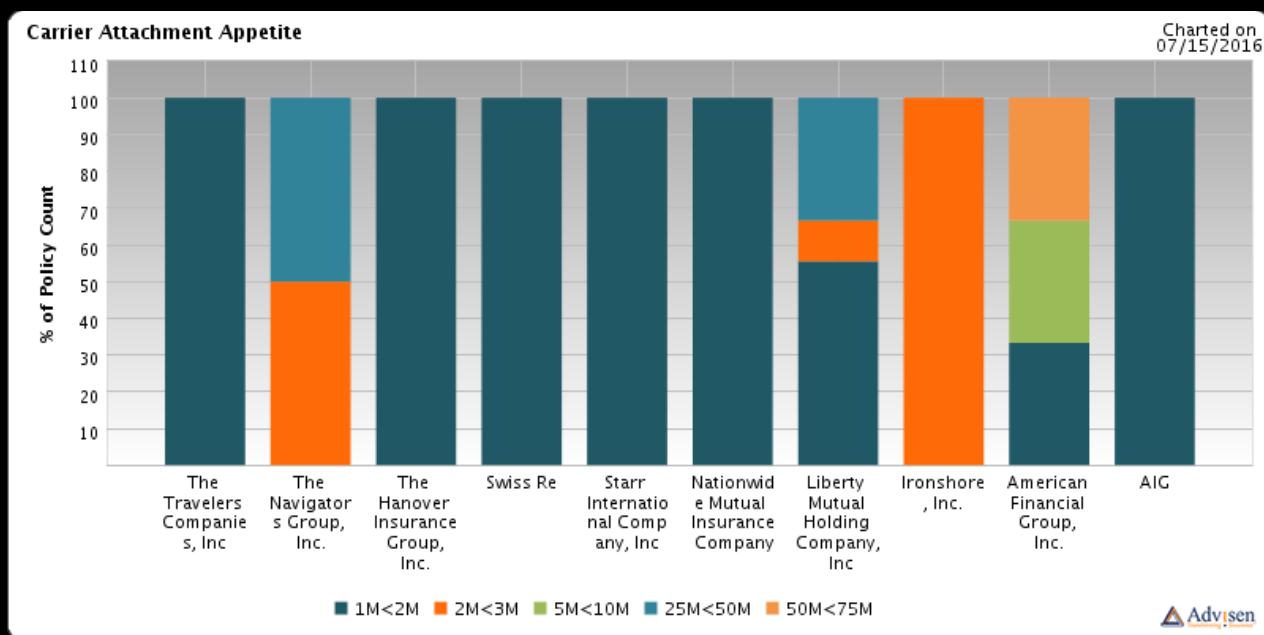
THE OUTCOME

The broker was able to demonstrate knowledge of the market, instill confidence in their knowledge and capabilities, and ultimately, win the prospective client's business.