

Winning & Retaining Clients via Loss Analytics

“How Big Could That Loss Be?!”

Today's Moderator



Jeff Cohen

Executive Vice President

Chief Marketing Solutions Officer

Advisen

About Advisen

Advisen generates, integrates, analyses and communicates unbiased, real-time insights for the global community of commercial insurance professionals. As a single source solution, Advisen helps the insurance industry to more productively drive mission-critical decisions about pricing, loss experience, underwriting, marketing, transacting or purchasing commercial insurance.

Visit us at: www.advisenltd.com

Loss Insight Benchmarking

Loss Insight Benchmarking enables users to highlight missing or inadequate lines of cover, pinpoint risks from loss history, and identify potential exposures and risks from an industry's experience. Peer comparisons provide insight into a firm's performance regarding loss frequency, severity, and composition of losses.

Visit us at: <http://www.advisenltd.com/analytics/loss-insight/>

Today's Panelist



Jeff Lattmann

Executive Managing Director

Executive Liability

Beecher Carlson

Today's Panelist

Jeff Lattmann of Beecher Carlson



Jeff Lattmann & JMC have talked together before...



Jeff Lattmann & Tony Blair have talked together before, too.

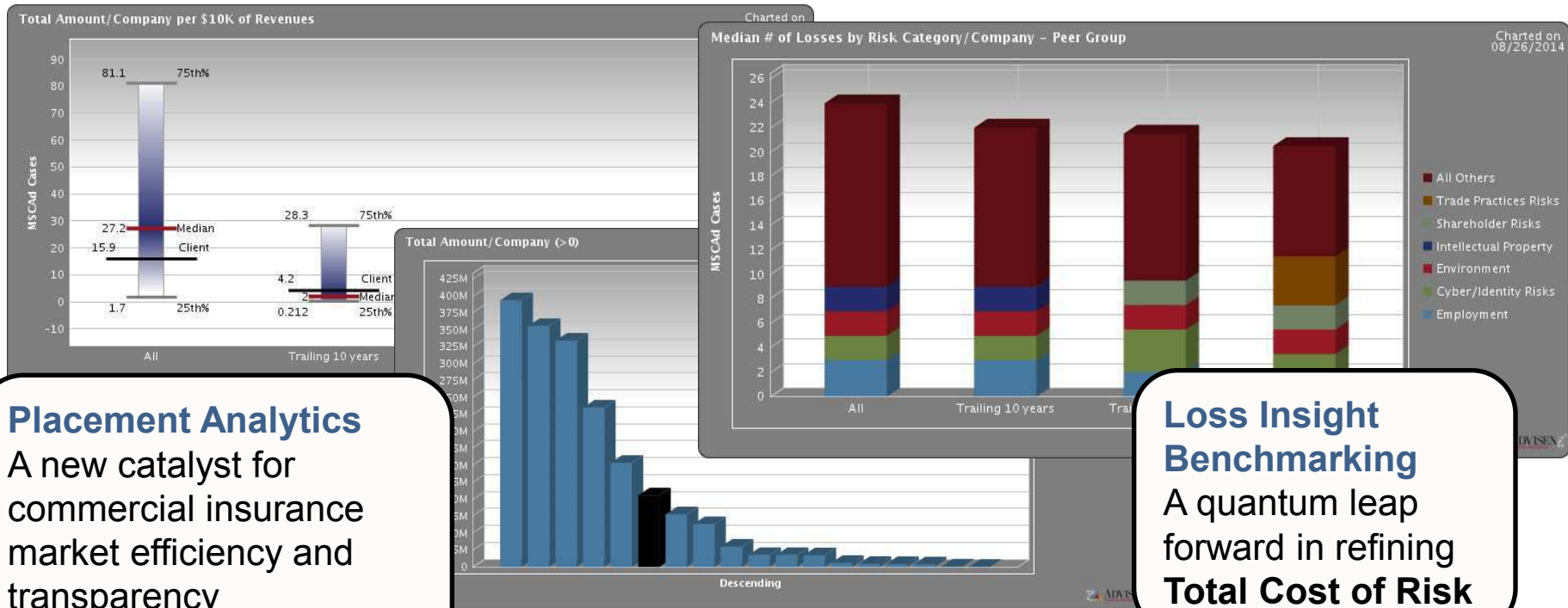


Discussion Questions

- How do you respond when your client asks, “How big could this loss be?”
- What is the range of Loss Analytics available today, and what are insureds asking for regarding Loss Analytics?
- What types of insureds are more likely to base decisions on Loss Analytics?
- Insurance Program Benchmarking vs Loss Analytics: What’s the comparison? Where are the potential potholes?

ASK A QUESTION via the GotoMeeting question field on the right or contact us via info@advisen.com

Advisen's Client Insight Expert



Client Insight Expert includes **Loss Benchmarking** and **Placement Analytics**

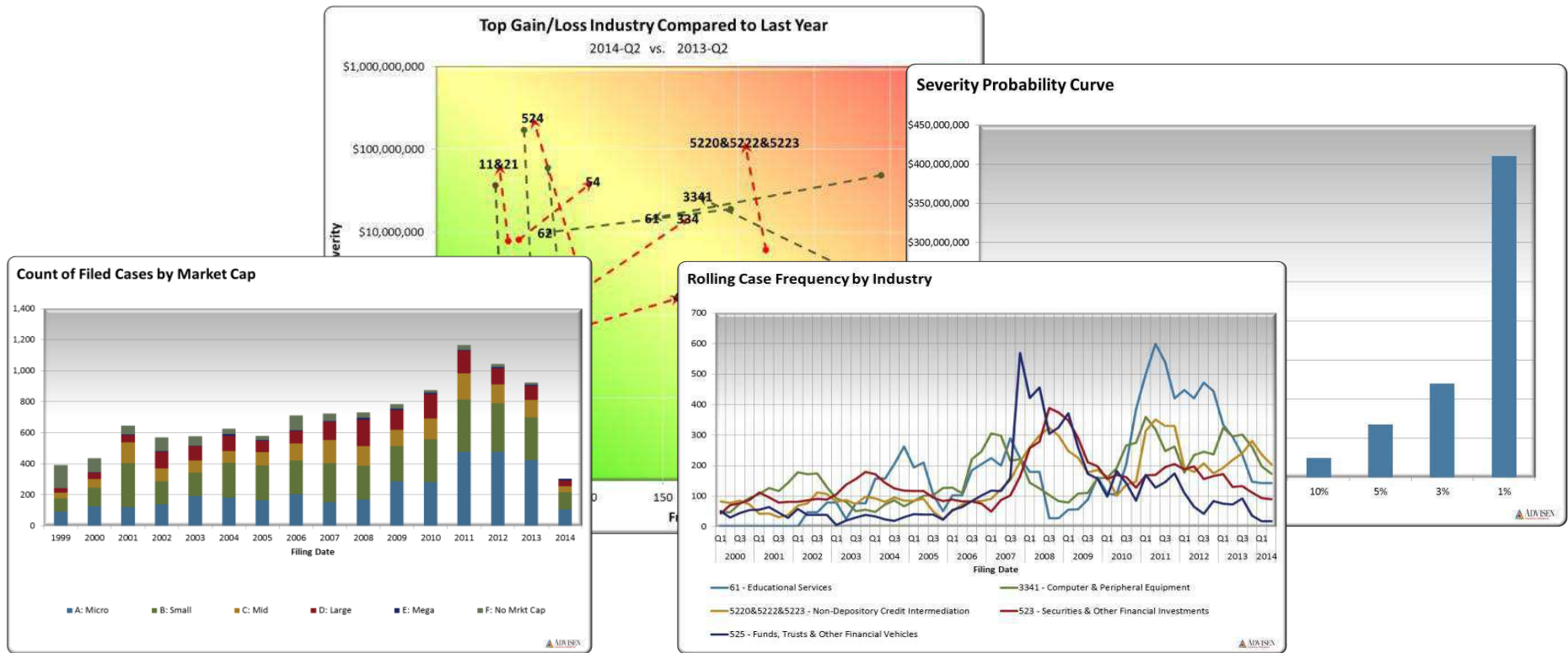
<http://www.advisenltd.com/analytics/client-insight/>

Discussion Questions II

- Will an over-dependence on Loss Analytics and models develop? When does the model override practical day-to-day assessments?
- Is there equal information on potential loss and risk among Carriers, Brokers and Insureds? How does this impact insurance buyers?
- How have client expectations changed relative to having access to insurance information and data?

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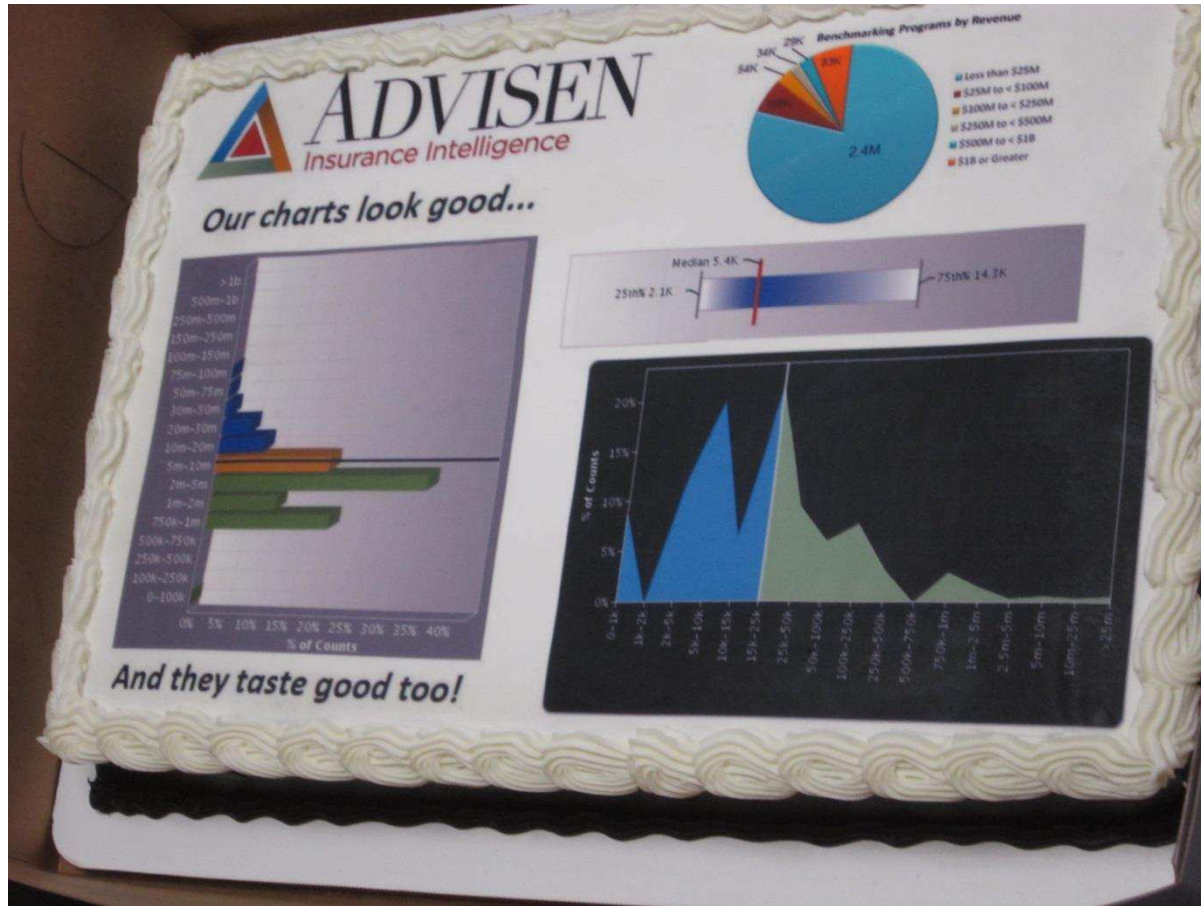
Have you seen StrataScope?



Contact your client manager or info@advisen.com

Loss Insight Benchmarking

“The Edible Cake Version”



Discussion Questions III

- Where is the balance struck between predictive model output and anecdotal experience?
- How has the competitive landscape changed in terms of supplying Loss Analytics to clients?
- What are the implications of Advisen v 10.0 and Client Insight Expert for carriers, brokers, and risk professionals?
- How are Loss Analytics changing the brokerage arena?
- What kinds of Loss Analytics are clients demanding currently, and how has that changed?
- How does Loss Benchmarking impact Total Cost of Risk assessment?

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Upcoming Advisen Events

Visit <http://www.advisenltd.com/events/> for the event schedule

Advisen’s Management Liability Awards / “Call for Nominations”

Use this link to enter your nominations for the P&C Industry’s first-ever Management Liability Awards – determined by “People’s Choice”

Nominations accepted thru Fri Oct 17

<https://www.surveymonkey.com/s/AdvisenMgmtLiabAwards2014>



Gala Dinner on Monday, December 1 2014 at 6pm EST @ NYC’s Grand Hyatt

<http://www.advisenltd.com/events/awards/2014/12/01/2014-management-liability-awards/>

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Tuesday, January 13 2015 at 1pm EST

<http://www.advisenltd.com/events/conferences/2015/01/13/2015-predictive-modeling-insights-conference-new-york/>

Broker Compensation & Services Report



Advisen's report examines the services delivered by brokers and the commissions & fees that come with these services.

Coming in early October

<http://www.advisenltd.com/research/broker-compensation-services-report/>

Learn More

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