

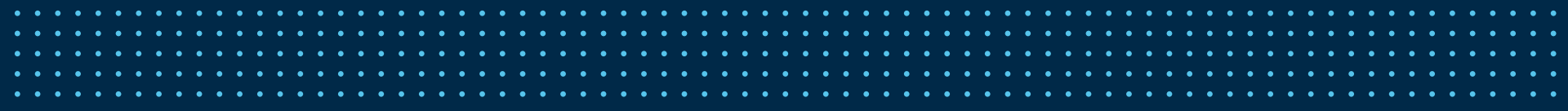


economical

# APA 2017

Panel Slides

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## OUR TEAM

### Diverse analytics professionals who drive value for the organization

- Partner with business stakeholders to perform analysis, modelling, and tool development to improve decision making
- Engage in research and development activities to inform best practices

# WHO DO WE SERVE?



**CLAIMS**



**MARKETING**



**PRICING**



**SALES**



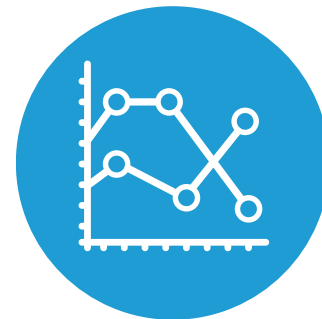
**CUSTOMERS**



**RISK**

# ENABLING DATA AND TOOLS

- Internal customer data (underwriting, claims, retention)
- External data sources (census, weather, credit, etc.)
- Data management infrastructure
- Modern analytical software (R, Python, etc.)



A man with a friendly smile is sitting at a desk, looking at a laptop. He is wearing a light-colored sweater over a collared shirt. The background is softly blurred, showing what appears to be an office or home workspace. The overall mood is professional and approachable.

# CASE STUDY: WEBSITE PERSONALIZATION

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How do we tailor the insurance offerings presented to a potential customer to satisfy that customer's needs and preferences?

Here are our best options just for you!

You can customize these packages in the next step.

## The Essentials

\$ 13<sup>86</sup>  
monthly

[View and customize](#)

Complete coverage you can count on.

- ✓ \$1,000,000 Liability Coverage
- ✓ \$10,000 per loss, \$3,000 per item Special Belongings coverage
- ✓ \$30,000 Personal Belongings Coverage

## The Preferred

\$ 16<sup>92</sup>  
monthly

[View and customize](#)

Enhanced coverage others find valuable.

- ✓ \$1,000,000 Liability Coverage
- ✓ \$10,000 per loss, \$3,000 per item Special Belongings coverage
- ✓ \$50,000 Personal Belongings Coverage


## The Ultimate

\$ 22<sup>23</sup>  
monthly


[View and customize](#)

We don't want to brag, but this one's hard to beat.

- ✓ \$2,000,000 Liability Coverage
- ✓ \$10,000 per loss, \$3,000 per item Special Belongings coverage
- ✓ \$100,000 Personal Belongings Coverage

A close-up, profile view of a man in a white shirt and dark tie, wearing a headset with a microphone. He is smiling broadly, looking towards the right. In the foreground, the corner of a computer monitor is visible. The background is blurred, showing other people in a call center environment. The text "CASE STUDY: CLAIMS SUBROGATION" is overlaid on the image in white and light blue.

**CASE STUDY:**  
**CLAIMS SUBROGATION**

A photograph of three business professionals in an office setting. A woman with long dark hair and glasses is leaning over a man with a beard and glasses who is sitting at a desk. Another woman with dark hair is sitting to the right, looking at a computer monitor. The background shows a bookshelf and a green wall. The text 'CASE STUDY: FRAUD ANALYTICS' is overlaid on the left side of the image.

**CASE STUDY:**  
**FRAUD ANALYTICS**





# ACADEMIC SUPPORT

# Thank you





# economical

Economical Insurance includes the following companies: Economical Mutual Insurance Company, The Missisquoi Insurance Company, Perth Insurance Company, Waterloo Insurance Company, Family Insurance Solutions Inc., Sonnet Insurance Company, Petline Insurance Company.

