

CANADIAN INSURANCE ANALYTICS HEALTHCHECK



We spoke with over 100 Canadian insurance executives...

Where is the focus for Canadian insurance moving in to 2016?



Data – the need to refine internal data and reform external data strategies



Analytics – building on data to provide real insights across the organisation



Digital – developing strong online platforms to benefit customer service



Distribution – adjusting strategies between brokers, direct, and digital



Customer – a focus on customer relationships above and beyond anything else



IoT – the introduction of telematics, wearables, and sensors in insurance

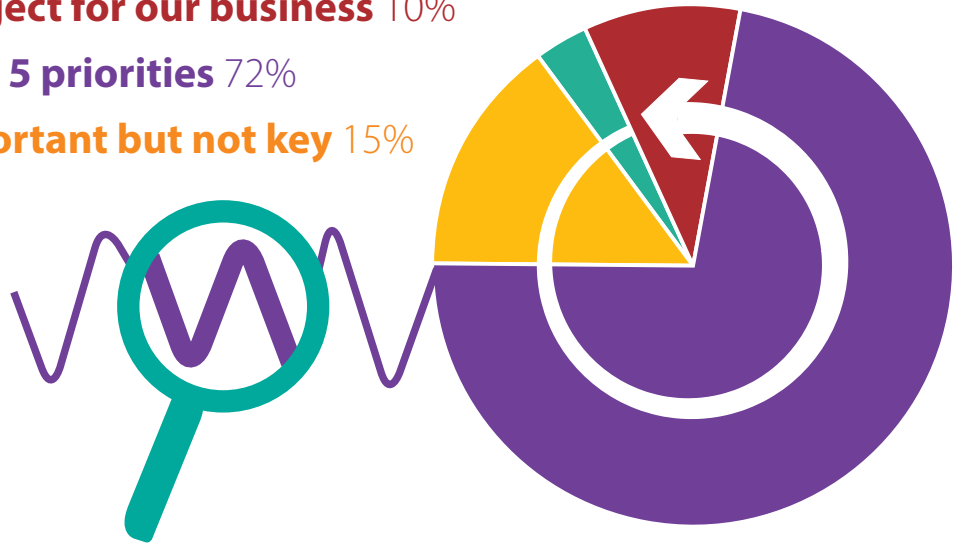


Insurance Analytics Canada

12 & 13 May 2016, Toronto
<http://www.fc-bi.com/insuranceanalyticscanada/>

How does analytics rank in your company's priorities right now?

- Urgent, this is the #1 project for our business** 10%
- Important, it is in the top 5 priorities** 72%
- Moderate, it is fairly important but not key** 15%
- Not important** 3%



IoT including Telematics, Wearables, and Sensors are new components to the Canadian insurance industry, where do you feel insurers are at?

We made it – the industry is already embracing this change



The next 12 months will be critical – people are vying for first movers advantage



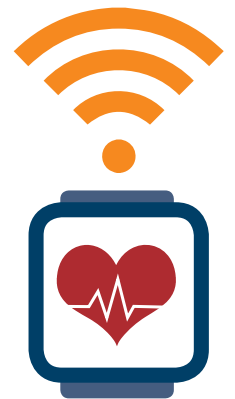
Not for 5 years – this is a long-term goal for the industry but we are not there yet



What is IoT – I don't even know what this is yet?



Not important to the industry – this is a pipe dream that will never become a reality



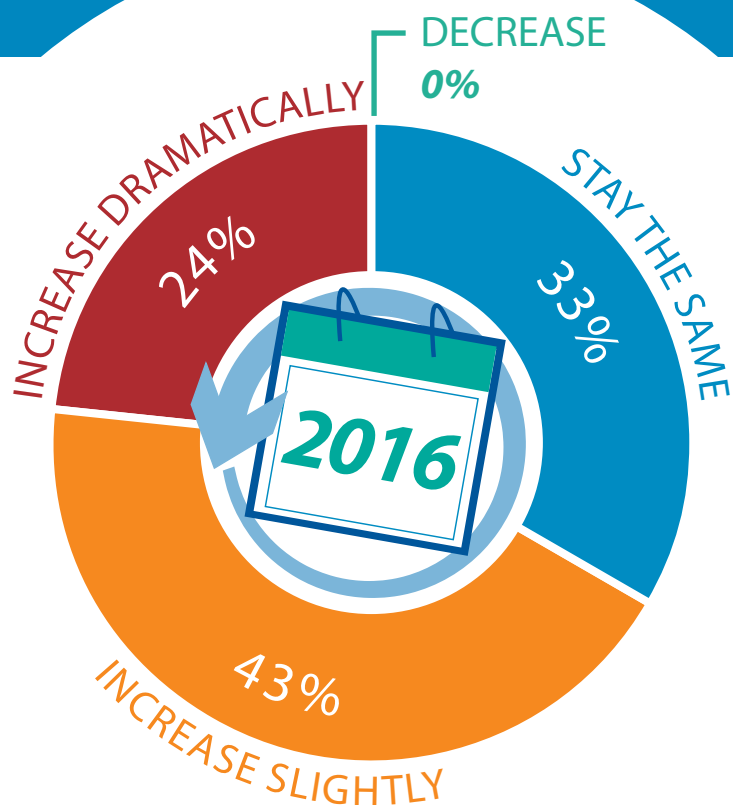
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Name one service provider that is critical in delivering the future of Canadian insurance.



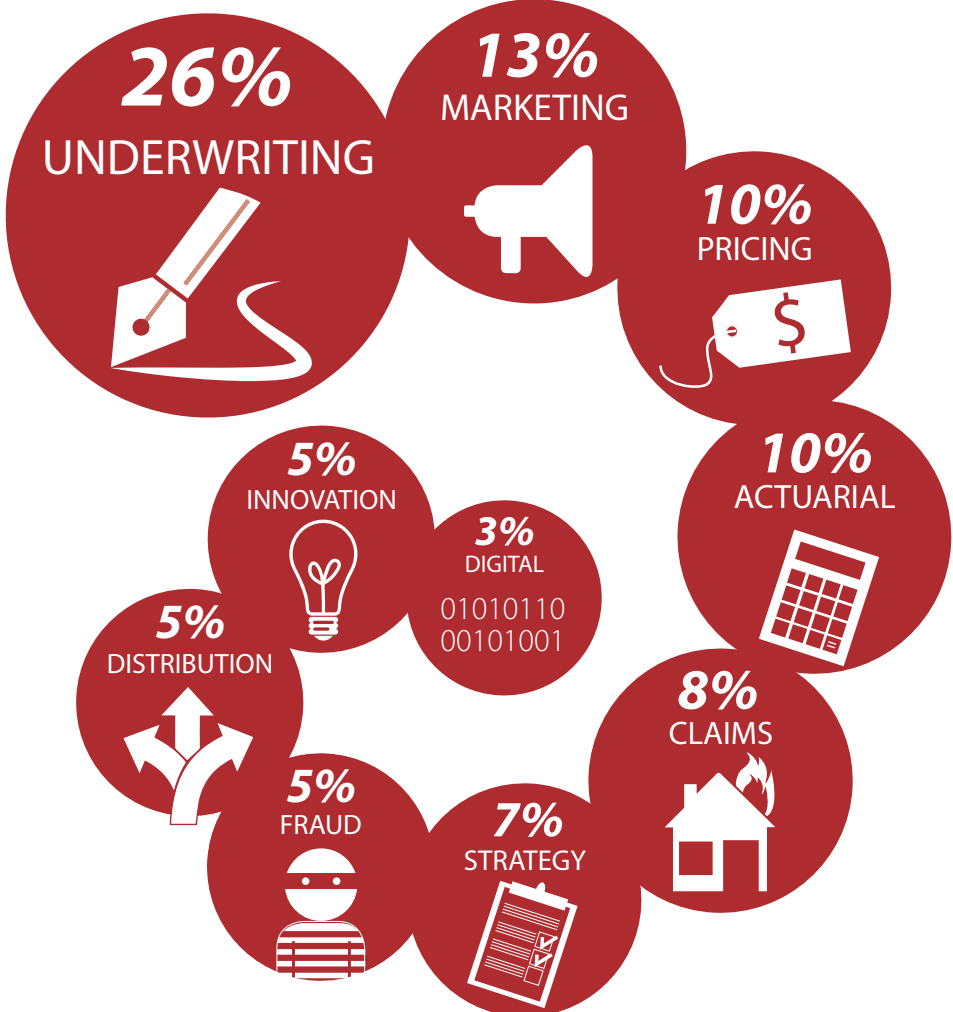
In the next 12 months, will your company's investment in to prevention and response to analytics...



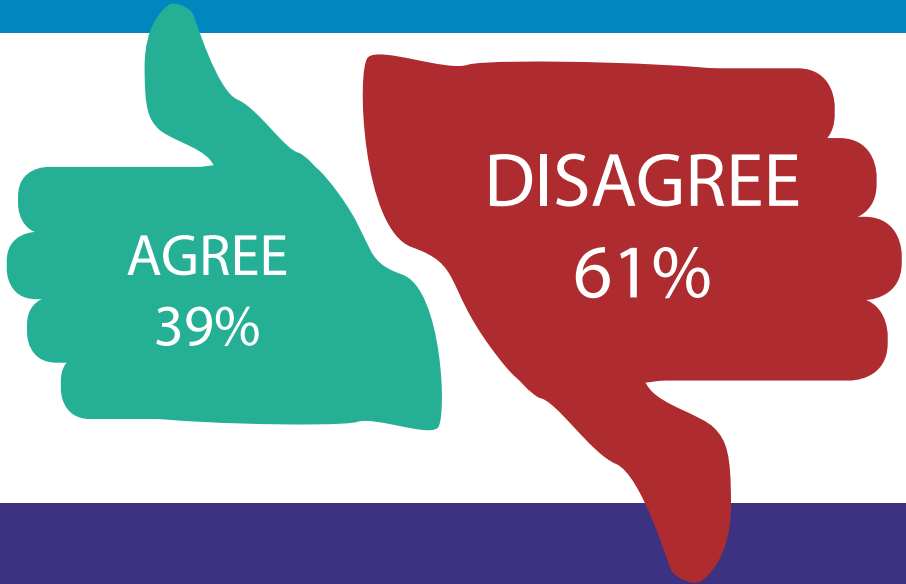
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Which department do you think has the most to gain from insurance?



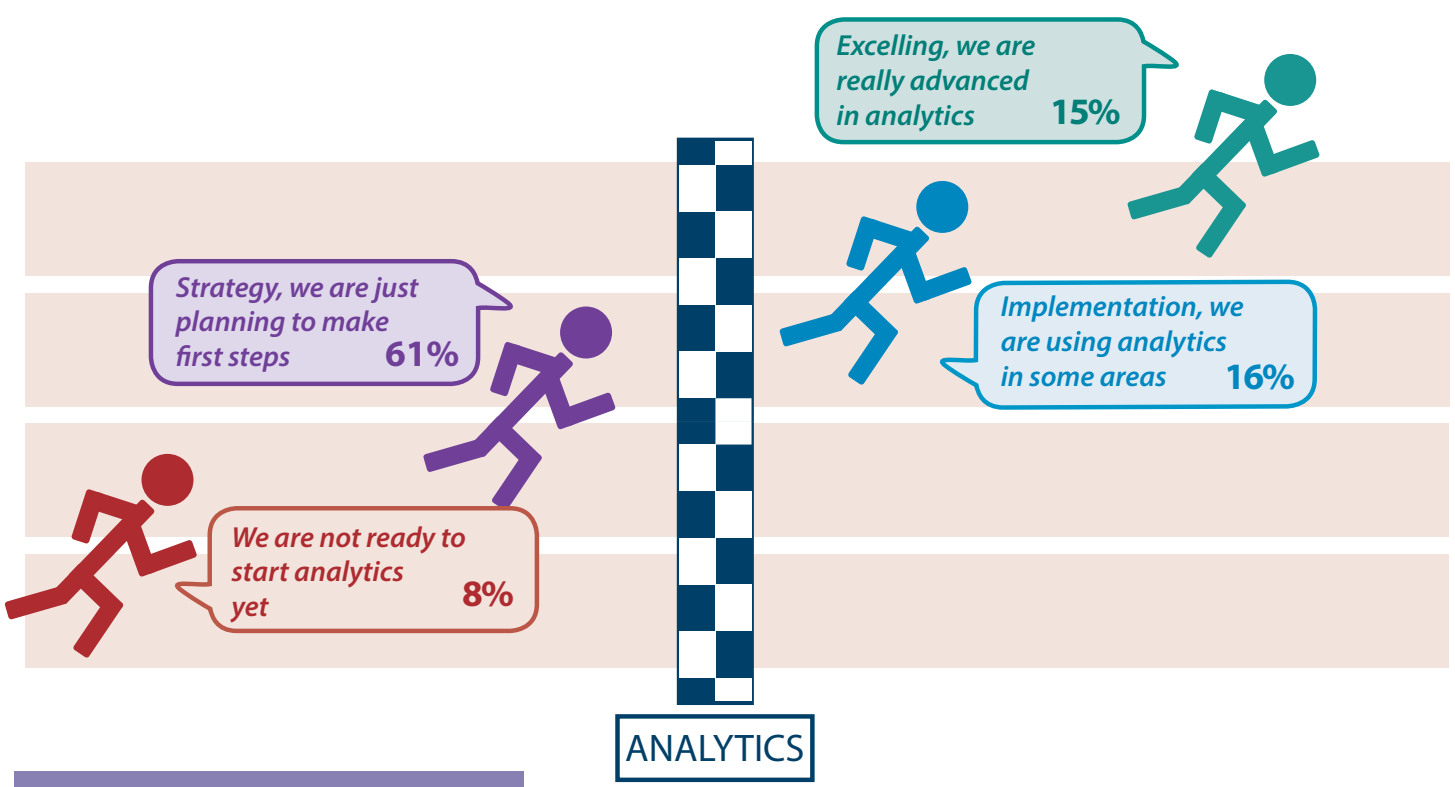
“Analytics is the single greatest disruptor to the Canadian insurance industry today”



Which company has the greatest potential to disrupt insurance in 2016?



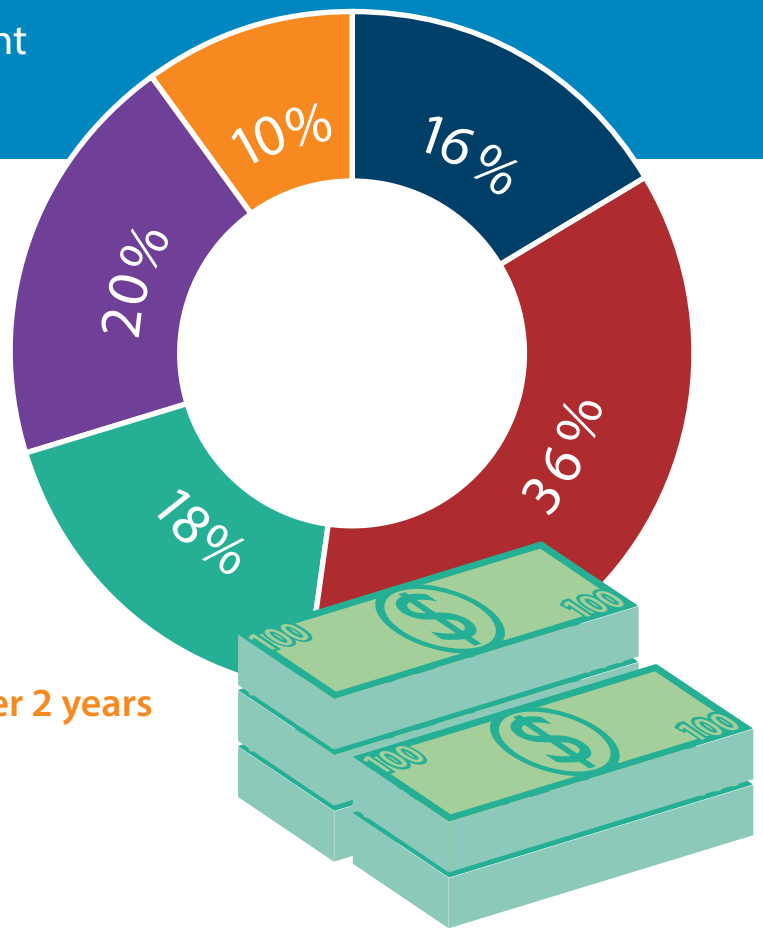
Where is your company in it's analytics journey?



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Have you seen a return on investment from analytics yet?

- We are seeing a healthy return
- We are beginning to see a return
- We should see a return this year
- We aren't seeing a return yet
- We might not see a return for over 2 years



If you had unlimited budget to spend on one analytics solution, what would it be?



Sale Analysis
 Behavioural Solutions
 Telematics
 Predictive Modelling
 Text Data
 Talent
 Retention Analysis
 External Data

CRM
 Cyber Risk Detection
 Operation Analytics
 Claims Data
 IoT Sensors
 Real-Time Solutions
 Omni-Channel Solutions
 Fraud Detection

Better Data
 BI Systems
 Education

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NEW TO INSURANCE ANALYTICS CANADA 2016

12 & 13 MAY 2016, TORONTO CANADA

You spoke, we listened! Based on your feedback, we have worked to redefine Insurance Analytics Canada 2016.

New topics to reflect an evolving market:

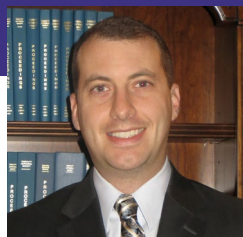
- ✓ **Transform Product-Centric Goals for a Customer-Centric Vision:** Use analytics to determine customer lifetime value and increase your product performance rates by positioning relevant and timely offers that engage and build trust
- ✓ **Big Data and Digital Collide in the Rise of IoT:** Enter the new dawn of insurance and get practical examples of how connected devices, real-time data and a 360 degree view of the customer will shake the foundations of the insurance industry
- ✓ **Define Distribution in the New Digital and Direct World:** Pinpoint the intersection between digital, customer channel preferences, and distribution players; where do the lines blur and can analytics help us to identify our best marketing methods?

Plus! We are introducing a Build-Your-Own-Agenda theme to run across the two conference days that narrows in on the practical application across departments.

Confirmed speakers include:



Heather Materson
Chief Operating Officer
Travelers Canada



Zack Martin
Chief Data Scientists
TD Insurance



Cindy Forbes
Chief Actuary
Manulife



Marc Lipman
Chief of Staff
AIG Canada



Eugene Wen
Chief Statistician
WSIB

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