Bloor

InPerspective

gathr.ai

INDUSTRY IMPACT STUDY

Automotive Insurance

Learn how Gathr.ai is used in automotive insurance for breakthrough success, including customer analytics, CRM analytics, churn prediction, and more

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InPerspective Paper by **Bloor**
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If you want to keep up with customer expectations in an increasingly accessible and digital world – not to mention with your competitors, who will be attempting to do the same – customer analytics and insights are practically essential.

Introduction

Analysing the characteristics, desires, and behaviours of your customers can be incredibly important to excel in a competitive industry. If you want to keep up with customer expectations in an increasingly accessible and digital world – not to mention with your competitors, who will be attempting to do the same – customer analytics and insights are practically essential.

This is true in the vehicle insurance industry as much as anywhere else. Said industry is increasingly investing in sophisticated analytics solutions in order to offer dynamic, personalised pricing plans and options to its customers. Usage-based insurance, for instance, uses customer demographics, behaviours, and applicable external factors (such as vehicle risk, or driving conditions) to create a customer experience that is tailored to each individual, thus improving customer retention and satisfaction. In this report, we demonstrate Gathr's ability to create such an analytics solution, using the automotive insurance industry as our guiding example.

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Problem

Creating a usage-based insurance system for your customers involves finding ways to ingest, store, transform, enrich, and ultimately analyse customer telematics data, and thence perform comprehensive customer analytics. This can then be used to deliver customised pricing plans personalised to each of your customers, among other things.

Moreover, a prospective solution would have to do all of this in real-time in order to keep everything running smoothly, especially from a customer perspective, and it would need to be highly scalable in order to deal with the large volumes of data that would need to be involved. It would also need to cover the entire end-to-end analytics process, and the analytics themselves would need to be able to drive customer profiling as well as individual risk assessment in order to create the aforementioned pricing plans.

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Solution

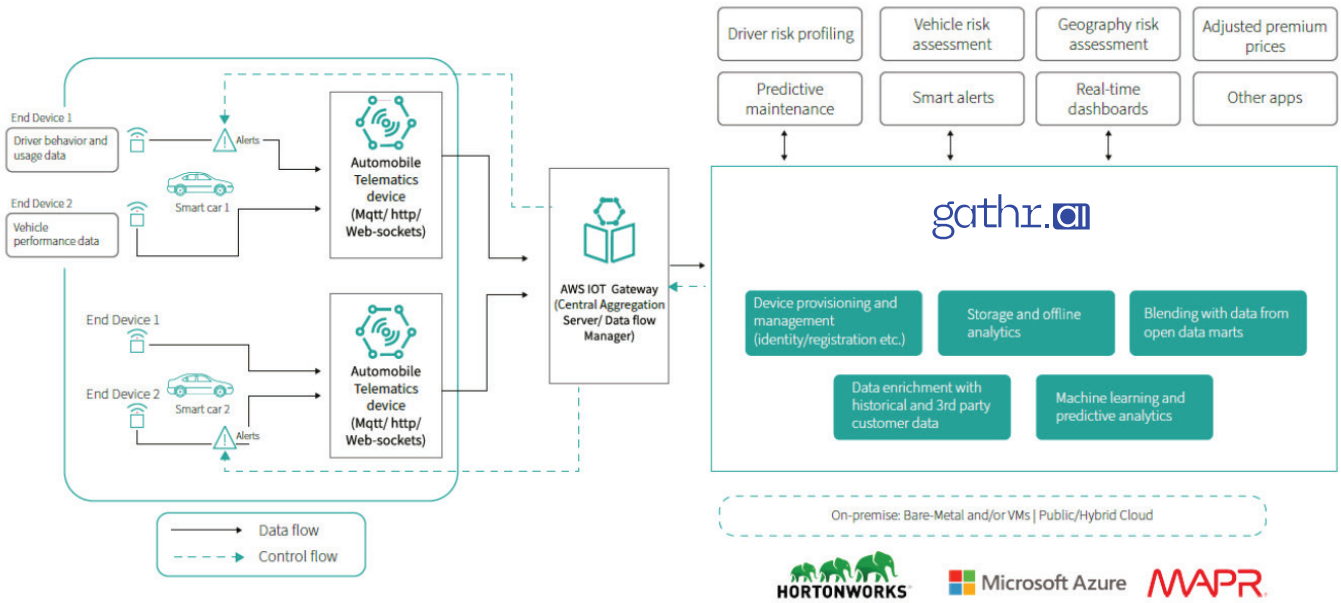
As a platform, Gathr.ai is quite capable of creating a solution that can perform all of the tasks mentioned above. The architecture for one such solution (corresponding to a real customer case study) is shown in *Figure 1*.

This solution, as well as others like it, can detect telematics data as it arrives, then apply data transformations, data blending and data enrichment to it, in-memory and as required. It can then combine multiple different kinds of data before analysing the result to create a holistic customer profile. In terms of the automotive insurance industry, this data would correspond to factors such as driver behaviour, vehicle performance, risk history, publicly available statistical sources, weather data, and more generic customer information (location, purchase history, and so on), and in this way it would enable the creation of highly personalised insurance plans.

Gathr.ai can also automate risk analysis through the creation and application of predictive machine learning models. It uses these models to take in different types of customer data, assesses it, then predicts quantified risk scores for each individual customer. These scores could then be used to (automatically) adjust insurance prices, for example. Gathr.ai is also able to provide an easy-to-use interface for refreshing said models if they ever grow out of date, perhaps in the face of significant data drift. It can also be used to deploy real-time, continuous learning models utilising K-means clustering.

In addition, Gathr.ai solutions can employ smart alerting functionality to flag up emerging risks based on changing conditions, such as anomalous performance or behaviour patterns. This means that you and/or your customers can be alerted to increased risk in real-time, thus enabling corrective action to be taken. At the same time, these alerts are configured with an eye to minimising false positives, meaning that seemingly anomalous behaviour that could be better explained by other things would not necessarily be flagged.

Figure 1 – Examplearchitecture for a Gathr.ai solution



Moreover, Gathr.ai solutions can be equipped with interactive, real-time dashboards that can be used to track the results of your customer analytics processes. Examples of these dashboards are shown in *Figures 2* and *3*. What's more, these sorts of web interfaces can be exposed to your customers to allow them to monitor the results of their own personalised analysis. For auto insurance, in particular, this provides customers with a good deal of transparency as to how their insurance premiums are calculated and enable them to take appropriate action to improve those premiums.

Figure 2 – Example dashboard for active and recent trips

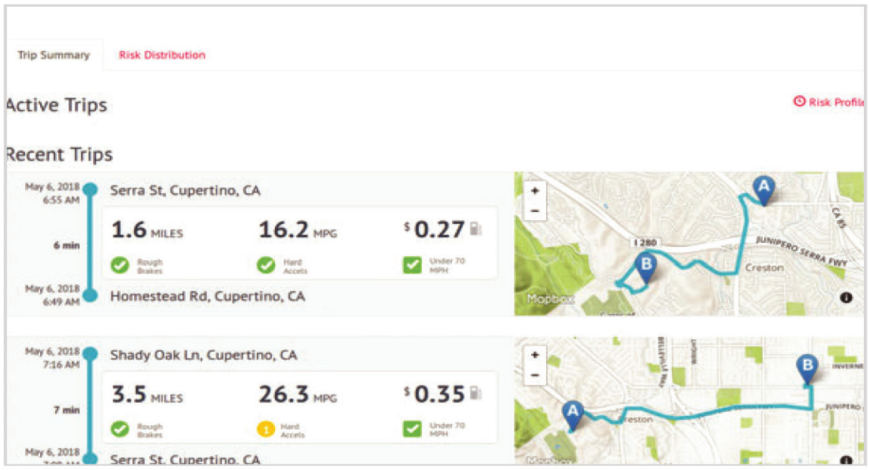


Figure 3 – Example dashboard for risk distribution

Result

Using Gathr.ai, you can collect and analyse a wide variety of data pertaining to each of your customers that is certainly able to provide the basis for personalised, data-driven and multifarious customer profiling. Moreover, the predictive analytics capability Gathr.ai provides is robust enough that at least one customer was able to offer predictive maintenance services using it.

In addition, Gathr.ai provides an *"all-in-one"* platform for data processing in general, and not just analytics in particular. This has benefits in terms of centralisation, ease of use and so on, since you can leverage a great deal of data functionality – including customer analytics – within a unified and centrally managed product, through a single interface. In addition, Gathr's interface is highly visual, and uses a drag-and-drop methodology that is very easy to use, even for non-technical users, and lends itself well to self-service.

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Other use cases

Customer analytics is an important analytics use case, but hardly the only one that Gathr.ai can cater to. Others use cases Gathr.ai can serve include CRM analytics, sales conversion analytics, next-best action, churn prediction, opportunity detection, 360-degree customer view, upselling and cross-selling, and lead quality analysis.

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Conclusion

This report has demonstrated Gathr's ability to deliver customer analytics solutions. Although we have focused on the relatively specific field of automotive insurance, it should be clear that Gathr's contributions are much more generally applicable than that. Accordingly, we offer this paper as evidence for Gathr's suitability for addressing customer analytics use cases across every industry.

FURTHER INFORMATION
Further information about this subject is available from
www.bloorresearch.com/company/Gathr/

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Daniel is an experienced member of the IT industry. In 2014, following the completion of his Master of Mathematics at the University of Bath, he started his career as a software engineer, developer and tester at what was then known as IPL. His work there included all manner of software development and testing, and both Daniel personally and IPL generally were known for the high standard of quality they delivered. In the summer of 2016, Daniel left IPL to work as an analyst for Bloor Research, and the rest is history.

Daniel works primarily in the data space, his interest inherited from his father and colleague, Philip Howard. Even so, his prior role as a software engineer remains with him, and has carried forward into a particular appreciation for the development, DevOps, and testing spaces. This allows him to leverage the technical expertise, insight and 'on-the-ground' perspective garnered through his old life as a developer to good effect. Outside of work, Daniel enjoys latin and ballroom dancing, board games, skiing, cooking, and playing the guitar.

Bloor overview

Technology is enabling rapid business evolution. The opportunities are immense but if you do not adapt then you will not survive. So in the age of ***Mutable*** business Evolution is Essential to your success.

We'll show you the future and help you deliver it.

Bloor brings fresh technological thinking to help you navigate complex business situations, converting challenges into new opportunities for real growth, profitability and impact.

We provide actionable strategic insight through our innovative independent technology research, advisory and consulting services. We assist companies throughout their transformation journeys to stay relevant, bringing fresh thinking to complex business situations and turning challenges into new opportunities for real growth and profitability.

For over 25 years, Bloor has assisted companies to intelligently evolve: by embracing technology to adjust their strategies and achieve the best possible outcomes. At Bloor, we will help you challenge assumptions to consistently improve and succeed.

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