

Strategic Customer Profiler™

Determine your most attractive customers to maximize profitability

With stiff competition for new clients, it can be costly for insurers to pursue all prospects. Declines are often influenced by historical experience, which may contradict facts and emerging trends. Identifying the characteristics and profiles of your most lucrative customer segments is critical in focusing your Distribution and Underwriting activities.

The **Strategic Customer Profiler** identifies your most valuable customers and defines their unifying characteristics and behaviors. A component of our Sales and Marketing Suite, the **Strategic Customer Profiler** analyzes numerous customer characteristics and behavior patterns to identify hidden attributes. It then develops unique customer segments which offer the highest life cycle profitability, beyond traditional demographics.

Our solutions team can customize the **Strategic Customer Profiler** to meet your specific business goals and priorities. This Excel-based tool can apply laser-like focus to your sales and marketing efforts, identify new cross-sell and upsell opportunities, and understand the drivers of retention for you best customers. Let us show you how the **Strategic Customer Profiler** can increase your profitability.

"The Strategic Customer Profiler™ has helped us find new and profitable customer segments, boosting sales and profits."

- COO, Leading US Carrier

Identify key characteristics that correlate with long-term value

Prioritize prospects by expected life-long profitability

Determine cross-sell and upsell opportunities in your current customer base

Identify drivers of retention to ensure you keep your most profitable customers



✓ Increased profitability of your customer portfolio

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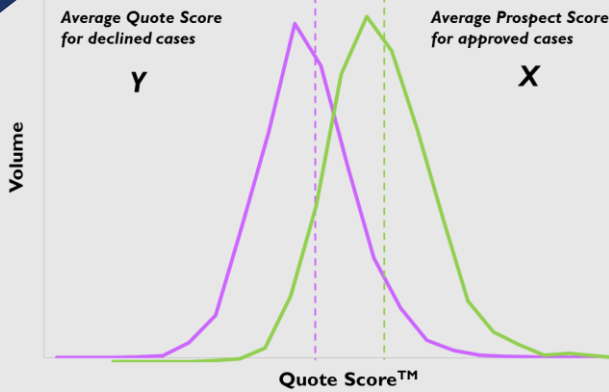
Executive Dashboard (ILLUSTRATION)

Figure 2: Volume by Region

| Region | Q1 | Q2 | Q3 | Q4 | Total |
|--------------|--------------|--------------|------------|------------|--------------|
| Northeast | 280 | 266 | 149 | 94 | 789 |
| South | 430 | 407 | 142 | 111 | 1,090 |
| Central | 566 | 475 | 177 | 77 | 1,295 |
| Southwest | 230 | 233 | 129 | 66 | 658 |
| Northwest | 267 | 241 | 120 | 82 | 710 |
| <i>Total</i> | <i>1,773</i> | <i>1,622</i> | <i>717</i> | <i>430</i> | <i>4,542</i> |

Analyze business trends

Identify profitable customers



Improve sales and operational effectiveness

About Spinnaker Analytics

Spinnaker Analytics builds highly accurate predictive models. We combine historical business data and robust algorithms with our domain expertise to create customized solutions. The result: accurate forecasting and superior decision making.