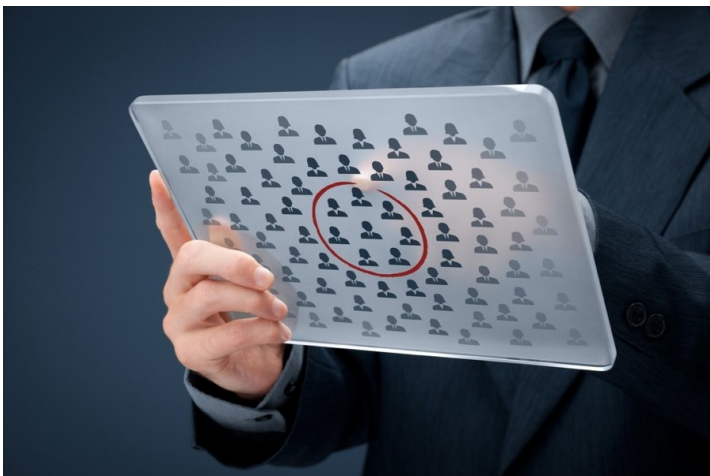




Ixio Analytics Predicts Customer Quote Acceptance at Sign-Up

A large global insurance company used Ixio Analytics data scientists to improve their quote acceptance rates at customer sign-up. Ixio required just three variables in order to determine whether a quote would be accepted by a potential customer whereas previously, a minimum of ten customer-related questions were asked at sign-up.

For individuals, Ixio Analytics can predict whether a quote will be accepted or not with **92%** accuracy. For companies, the outcome proved slightly less predictable but the model can still accurately predict whether a quote will be accepted **71%** of the time.



This approach has allowed the client to focus and follow-up on high value potential customers first and has the obvious knock-on effect of reducing costs and increasing revenues for take-on of new customers as well as additions and enhancements to quotes for existing customers.