



CreditVision Life Insurance Product Suite

Reduce underwriting time while adding value to your customer experience

- ✓ Utilise demographic prefill, credit and alternative data to reduce time-consuming underwriting process
- ✓ Enhance risk segmentation with mortality models that **triage wet underwriting** and reduces not taken ups
- ✓ Increase accuracy of rate tables or pricing algorithms by incorporating credit based lapse scores
- ✓ Improve the overall customer experience

Traditional underwriting using physical medical examinations is time-consuming and costly due to the dependency on multiple parties and the need for medical tests conducted on every policy applicant. It can also result in lost business from high-value clients looking for more modern, digital and quick onboarding experiences.

Credit-based models that predict mortality risk and policy lapses — together with credit and alternative data attributes — reduce quote times, optimise pricing decisions and enhances proactive risk segmentation.

Visit: transunion.co.za/product/life-insurance-industry-score

Improve Profitability Throughout the Policy Lifecycle

Leverage TransUnion's combination of best-in-class life insurance models to improve decisions across the policy lifecycle. Enhance decisioning at quote stage, empower risk management through accurate segmentation, reduce not taken ups (NTU's), and improve overall quality of business on boarded – resulting in increased profitability of new policies.

Streamline prevetting and increase efficiency during acquisitions

Tap into insights provided by demographic, trended credit and alternative data to optimize response rates and decrease cost per sale. Improve lead generation by targeting specific risk clients and customer experience through prevetting.

Enhance decisions at quote stage

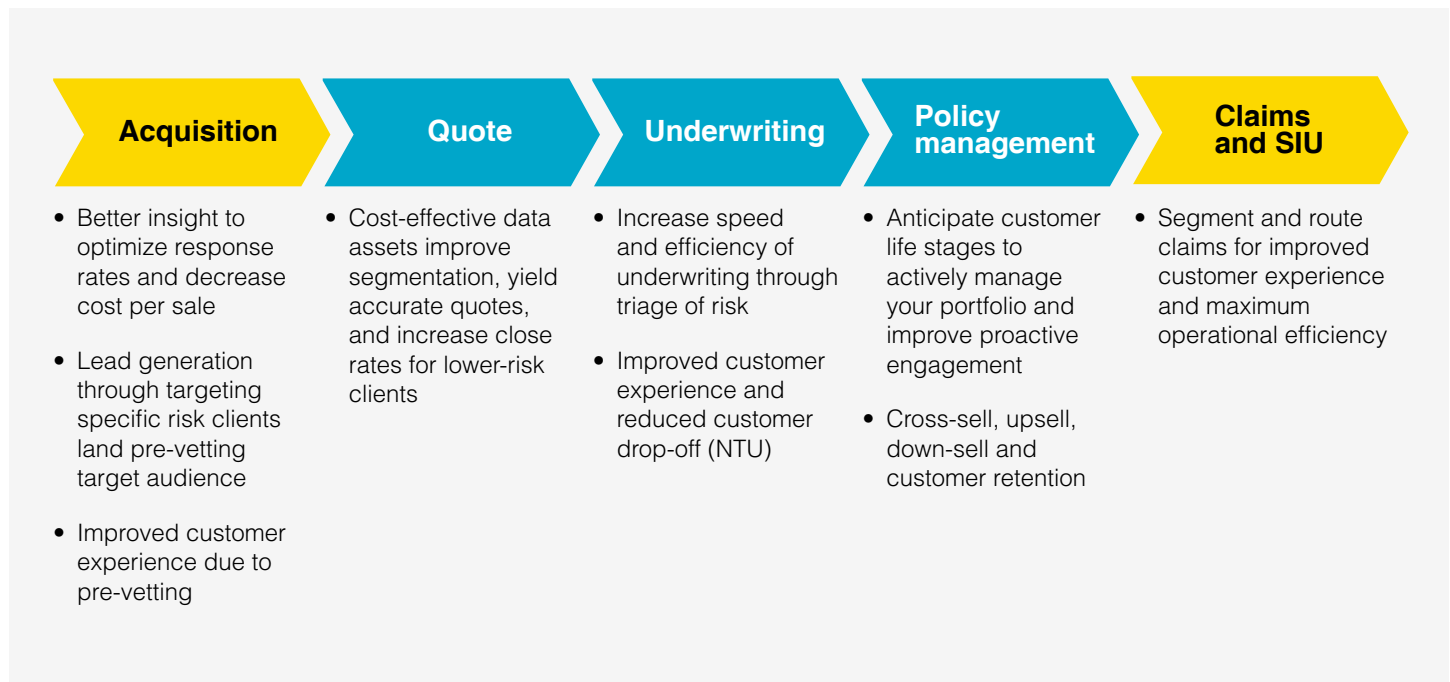
Cost-effective data assets improve segmentation, yield accurate quotes, and increase close rates for lower-risk clients. Increase speed and efficiency of underwriting through triage of mortality risk and predict future lapse rate to enrich customer experiences and reduce drop-offs (NTU).

Improve policy management

Anticipate customer life stages to manage portfolios and improve proactive engagement. Discover customer behaviour and pricing sensitivity insights for upsell and cross-sell opportunities while anticipating life stage changes to promote early engagement and retention across segments.

Improve the quality of business written and increase profitability

The right combination of best-in-class life insurance models can improve decisions made across the policy lifecycle, helping increase the profitability of business written across key segments.



CV Life Industry Score, CV variables Clusters, Alternative data and CV Lapse Score

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