



# LightSpeed Personal Auto

Own the fast lane with an acquisition  
platform built for profitable growth

[verisk.com](https://www.verisk.com)



# Shift to a new acquisition paradigm

## All-in, household-level risk assessment up front—but pay only when you win

### Personal auto winners vs. the “half-nots”

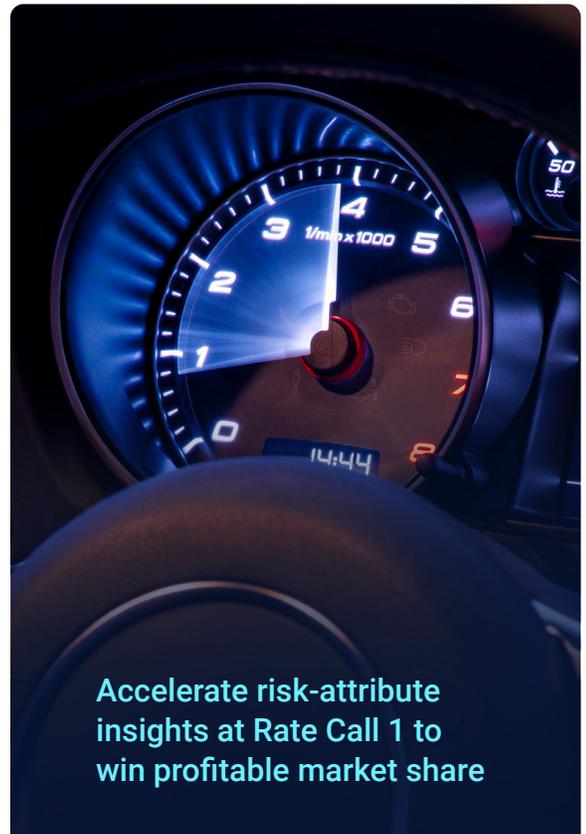
Rapid premium growth is masking performance gaps. Post-pandemic, industry combined ratios improved to 98.7, but results are mixed: 57% lost market share, 46% didn't turn an underwriting profit, and 49% of share-losers—plus 48% of “winners”—were unprofitable.<sup>1</sup>

### The broken multiple-rate-call model

National policy retention posted a sharp 3.23% year-over-year decline in 2024,<sup>2</sup> exposing the flaws of deferring critical data to later rate calls. As consumers shop more aggressively, outdated transactional licensing provides insufficient risk intelligence, while perceived bait-and-switch quoting erodes the customer experience (CX) and limits profitable scale.

### LightSpeed = Smarter. Faster. Won.

You have a right to understand the business you're quoting. It starts with a customizable, integrated, insurance-ready payload. Carriers adopting the data-forward LightSpeed® platform outperform peers, achieving stronger combined ratios, faster premium growth, and higher conversion rates.<sup>3</sup>



Accelerate risk-attribute insights at Rate Call 1 to win profitable market share



Fast-track quotes by up to 50%<sup>4</sup> to elevate applicant and agent CX with fewer rate calls and uprates



Prefill 500+ household-level data and analytic fields with minimal inputs and built-in fraud detection



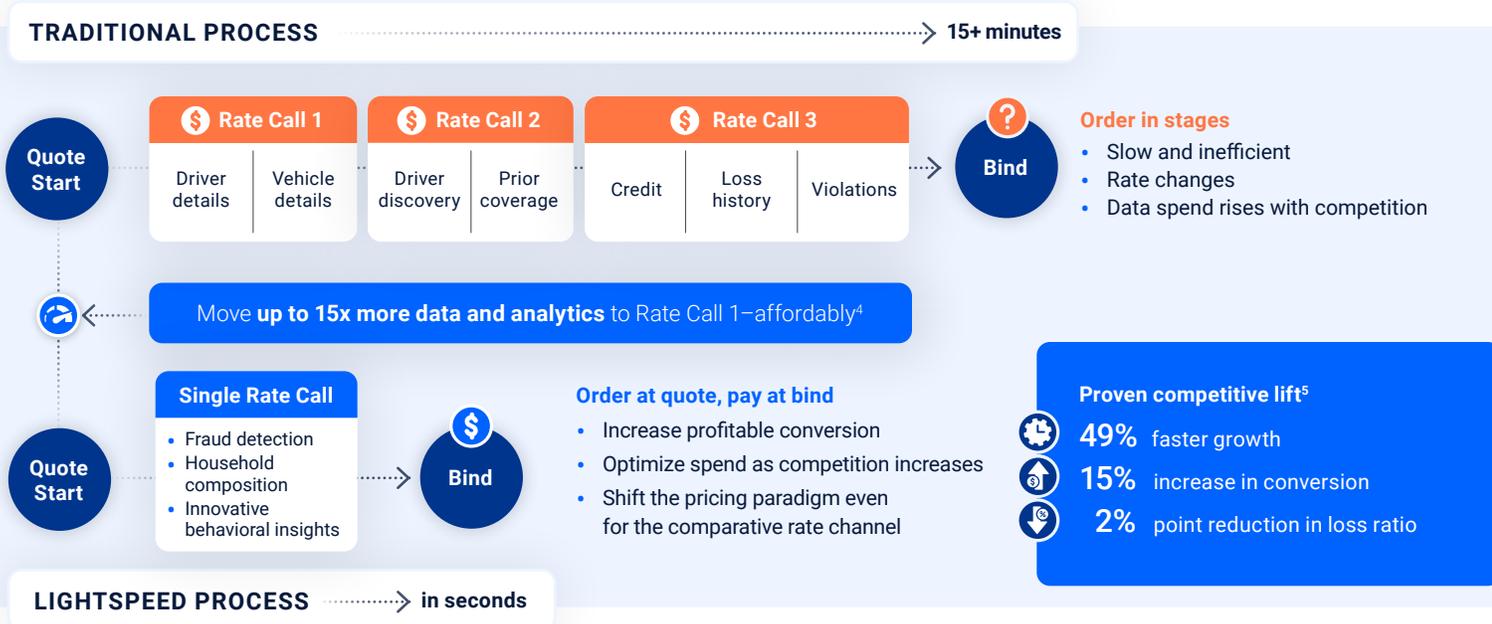
Optimize ROI and pay only when you win with revolutionary all-in, per-bind licensing



Modernize buying with real-time workflows across channels to help deliver accurate, often-bindable, one-rate pricing

## Power Rate Call 1 with data-rich insights and ROI-positive economics

LightSpeed delivers household-level intelligence at Rate Call 1—enabling upfront precision that helps capture and retain profitable growth instead of losing shoppers to more nimble competitors. Eliminate friction and hidden costs when you deliver faster, more accurate, bindable quotes that boost CX and conversion rates.



## Transform auto quoting economics

Evaluate LightSpeed against the multiple-rate-call model and see which approach wins profitable market share in today’s hypercompetitive environment.

<p><b>STREAMLINED INTEGRATION</b></p> <p>Unlock data-forward, one-rate acquisition with scalable tech, agile workflows, and a single API—or via numerous policy admin accelerators.</p>	<p><b>STRONGER RISK SELECTION</b></p> <p>Acquire business that meets your risk appetite across channels, even gaining visibility into lost-business signals.</p>
<p><b>MORE DATA, SIMILAR SPEND</b></p> <p>Advance 15 times more insights to Rate Call 1 with all-inclusive, per-bind licensing that’s fair and flexible, so you pay only when you win.<sup>7</sup></p>	<p><b>FASTER, SUSTAINABLE, RETAINABLE GROWTH</b></p> <p>Elevate CX, microsegment risk to fine-tune rate integrity, strengthen your combined ratio, and win profitable market share.</p>

## Solve segment and channel challenges with insight-driven, real-time workflows

LightSpeed is about more than speed and digital quoting. It's about precision—identifying, gaining, and retaining the *right* business. In a tough personal auto market, smarter segment and channel strategies fuel profitable growth.

 Challenges

 Solutions

### Market segments

#### NATIONAL INSURER



Market share



Target improvements to digital quoting speed and accuracy

#### MID-MARKET



State expansion



Convert channel-specific leads to match risk appetite

#### NON-STANDARD



New business persistency



Leverage policy history and payment behavioral insights at quote

#### REGIONAL



Cost per won policy



Outperform with all-in, pay-when-you-win, per-bind licensing

#### FARM BUREAU



Keeping younger buyers in the funnel



Streamline quoting journeys with flexible workflows geared for success

### Channels

#### DIGITAL DIRECT, CAPTIVE AGENT, AND CALL CENTER



Lengthy online applications



Prefill 500+ datapoints with minimal inputs

#### INDEPENDENT AGENT AND COMPARATIVE RATER



Consistent uprating before bind due to multiple rate calls



Enhance reputation and win-loss insights at Rate Call 1—affordably, even for comp raters

## Tap a continuous innovation pipeline with an AI-enabled, seamless platform

Harness Verisk's expertise, leading solutions, and the latest innovations directly from LightSpeed. Connect powerful data points and analytics to applicants and households with the Verisk ID, and simplify integration via a direct, secure, scalable cloud API and through policy admin accelerators including Guidewire, Insuresoft, Origami Risk, and more.

Verisk's unmatched actuarial and loss cost databases power predictive models and strategic tools that drive CX, enhance risk assessment, and lift profitability. Bring a new, affordable inflection point for credit-based insurance scores where they've never been before—Rate Call 1. Explore FCRA-compliant court records as an alternative to high-cost motor vehicle reports (MVRs) and forecast outcomes with behavioral insights—all accessible via LightSpeed with all-in, data-forward, per-bind economics.



### ACCESS BEHAVIORAL INSIGHTS

- Turn analytics into foresight—power next-gen risk segmentation and predict future loyal customers at Rate Call 1—using AI-enabled capabilities built to integrate seamlessly into quote workflows and your modeling stack with [Coverage Verifier Analytic Objects \(CVAO\)](#)
- Activate cost-effective, trended-credit insights at Rate Call1 with [Inflection™](#)



### MINE NEW DATA SOURCES

- Tap into 2 billion+ driving records with [Public Records Intelligence™](#)
- Strengthen [crash insights](#) from 10K+ traffic courts
- Route workflows with the [A-PLUS®](#) anti-fraud loss history indicator
- Fast-track quotes for clean driving risks via [Driving History Solutions](#) activity indicator



### SEQUENCE VERISK'S RATING DNA

- Reimagine how [loss-cost informed](#) predictive analytics can enhance accuracy
- Fine-tune pricing with a dynamic [Auto History Score](#) correlated with future claim propensity



### DETECT APPLICATION FRAUD

- Enhance search-and-match algorithms via artificial intelligence (AI) to leverage 75+ fraud triggers with [RISK:check®](#)



### UNLOCK THE UPCOMING INNOVATION PIPELINE—SEAMLESSLY

- Optimize spending on MVRs with FCRA-compliant court reports
- Segment risk and pricing correlated with retention with the new CVAO risk score
- Enable the next phase of commerce with agentic-AI shopping

# Why choose LightSpeed?



## Continuous Innovation

Access a next-gen analytics pipeline while optimizing acquisition costs with all-in, per-bind licensing.

Boost conversion by 15%+ amid intense competition with Verisk's expertise in analytics, data science, insurance, and technology.<sup>8</sup>



## Scalable Technology

Simplify integration and expand IT capacity with a consolidated, secure, cloud-based platform.

Leverage agile, point-of-quote workflows to modernize buying experiences through effortless, multichannel interactions.



## Upfront Underwriting

Unlock one-rate acquisition with minimal input by moving 15X more insights to Rate Call 1.<sup>9</sup>

Power profitable quotes up to 50% faster with authentication, household-level risk assessment, and fraud detection in real time.<sup>10</sup>

## Own the fast lane with LightSpeed.

The multiple-rate-call model is broken.  
Make a smarter investment. Request a demo today.



[verisk.com/LightSpeed](https://verisk.com/LightSpeed)



[info@verisk.com](mailto:info@verisk.com)



+1.800.888.4476

### Notes

1. Verisk analysis of AM Best data, 2024 (market share shifts vs. 2023). "Unprofitable" is defined as a combined ratio exceeding 100.
2. Verisk's 2025 *Personal Auto Insurance Retention Report*
3. Verisk composite analysis of AM Best data for clients that moved to data-forward, one-rate acquisition vs. peer group, 2022-2024
4. Verisk client experience
5. Ibid.
6. Verisk composite analysis of AM Best data for clients that adopted LightSpeed Personal Auto's data-forward, one-rate acquisition vs. non-client peer group, 2022-2024
7. Verisk client experience
8. Ibid.
9. Ibid.
10. Ibid.