



Your customers' avocations can make underwriting a risky business

How do you balance thoroughness with the need for speed?

With the shift toward automated underwriting, many insurers are looking for ways to balance a detailed applicant review with a streamlined customer experience.

Verisk is using emerging data sources—such as voice and lifestyle—and applying artificial intelligence and machine learning to enhance underwriting accuracy while helping to increase opportunities for straight-through processing.

Verisk's nondisclosure models help flag applicants who may need further review or lab testing while enabling the majority to have a streamlined experience and bypass the traditional underwriting process.

You have only one chance to get life insurance underwriting right. Verisk can help.



The Problem

Many younger life insurance applicants engage in risky hobbies, such as skydiving, bungee jumping, scuba diving, and motocross. But identifying these individuals and their risky avocations can be a major challenge.

14% of individuals

engage in at least one avocation

Source: Verisk research

How can insurers quickly identify and underwrite applicants with risky avocations?

The Verisk Solution

Our Avocation Model uses licensing and marketing data to help identify high-risk hobbies that an applicant engages in and scores the resulting mortality risk in the form of a letter grade.

Verisk's Avocation Model

Our proprietary Avocation Model uses licensing and marketing data to help identify high-risk hobbies of life insurance applicants and score the potential risk. Risks are scored with a letter grade. Applicants without risky avocations can be moved straight through to the next underwriting step.

Identifies applicants who participate in:

- Aviation
- ATV
- Boating
- Hunting and fishing
- Motorcycle riding
- Motocross
- Scuba
- Snowmobiling
- Extreme sports (skydiving, BASE jumping, heli-skiing, and bungee jumping)



Avocation

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Reasoning:

- Motocross
- Scuba

Increase underwriting speed for reduced costs and improved customer experience

Verisk's model can help you:

- enable straight-through processing at point of sale
- reduce premium leakage
- gain efficiency by automating the workflow
- uncover valuable underwriting insights on applicants

For more information, please contact:

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Why Verisk?

Verisk has a rich history of analyzing property/casualty insurance data and developing innovative solutions that integrate easily with insurer workflows. We're uniquely well positioned to apply these capabilities to life insurance.

Verisk's Avocation Model is part of a suite of life insurance solutions we're developing to enable more effective automated underwriting. These solutions include prefill applications, mortality scores, and models based on motor vehicle records and tobacco usage.