Better customer engagement with connected-car data

OEMs/TSPs/Mobile Telematics Providers

Driving data

Verisk Data Exchange™

Normalized data   Predictive analytics

Insurers

UBI programs

Claims process
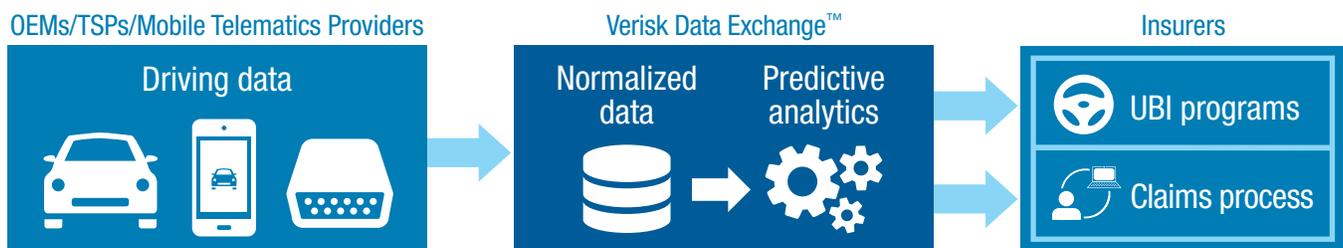
Many auto insurers recognize that driving data from connected cars, mobile apps, and dongles is mapping a new route for their business. But how do they stay ahead of the fast-moving changes? The Verisk Data Exchange™ can quickly put insurers on the road to usage-based insurance (UBI) implementation through an application program interface (API) for rating at point of sale and throughout the policy life cycle. Customers can be acquired, served, and engaged in new ways through the Verisk Driving Score™ and Driver Feedback.

Connected cars and telematics-enabled devices yield a wealth of data on driving behavior. That data, joined with advanced predictive analytics and exclusive data resources, produces the Verisk Driving Score and helps insurers get up to speed with UBI implementation. Driving data not only feeds driver scoring—which in turn can improve insurers' pricing accuracy—it can also help drivers become better, and therefore safer, through regular feedback. Insurers can raise customer engagement to a new level and create a cycle of improvement that rewards good driving and helps reduce losses.

About the Verisk Driving Score

The Verisk Driving Score evaluates driving of scored vehicles on a 0-100 scale that predicts future probability of claims, using a model built on actual premium and loss history. Its predictiveness and robustness are proven: Verisk has found that drivers with the riskiest scores have seven times the claims frequency of those with the least risky scores. (See Figure 1.)

The Verisk Driving Score, which is validated on our growing database of millions of cars, can outperform traditional proxies for risk, including credit score. It's a smart way to sharpen rating, identify safer drivers, and serve these customers better based on driving data. The score is flexible and portable, allowing premium adjustments based on driving behavior and enabling insurers to understand potential and existing customers' driving behavior.

Built on more than a decade of experience working with telematics data, the Verisk Driving Score is ready for use with an associated rating rule that's filed in 43 states. It complies with the Fair Credit Reporting Act (FCRA) and can enable speed to market for implementing UBI programs. Multiple automakers and insurers have already been successfully onboarded to the exchange.

About Driver Feedback

A good customer can become a better driver and a more loyal policyholder by tapping into another layer of capability in the Verisk Data Exchange. Driver Feedback is directly correlated to the Verisk Driving Score that's used for pricing and thus becomes a coaching tool, evaluating every trip and providing specific and action-able tips for safer driving and a better score. In addition to driving tips, Driver Feedback provides customers with a holistic view of driving behavior through weekly driving scores, trip-level scores, and a breakdown of scores on each Verisk Driving Score component: speeding, acceleration, hard braking, date and time, trip duration, and driving consistency. (See Figure 2.)

Verisk takes the worry out of implementation. Driver Feedback can be delivered to any user interface with our customizable APIs or integration of our software development kit into a mobile application.

With Driver Feedback tightly integrated with the Verisk Driving Score, insurers can enhance their UBI product and leverage Verisk's variety of implementation capabilities to deliver a tailored customer experience.

It's easy, with device-agnostic capability.

It pays, with the potential to improve driving behavior and reduce claims.
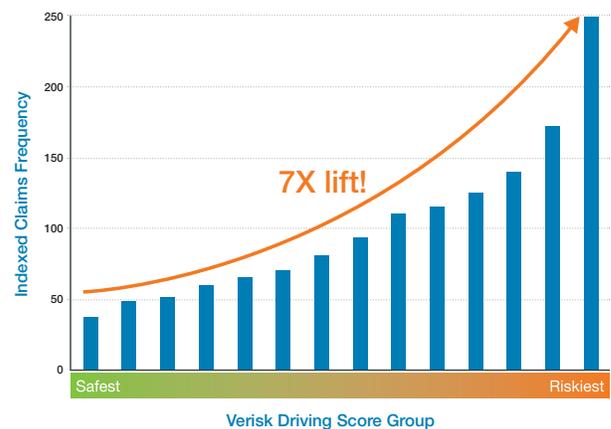
telematics@verisk.com

1-855-859-8775

verisk.com/PAutoTelematics

Figure 1

Telematics data provides clear segmentation of risk

Source: 2019 Verisk Exchange Scoring Model Lift Study.

Vehicles with the riskiest scores are **7 times more likely** to have claims than vehicles with the safest scores.

Figure 2

Verisk's Driver Feedback portal