

SUCCESS STORY

Automated Data Aggregation

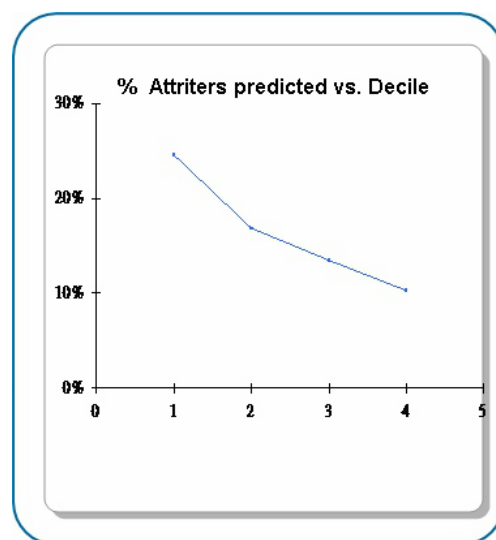
Fractal provides automated data aggregation and attrition analysis for a leading insurance firm

■ The Business Challenge

Our client, a leading insurance company wanted to automate the consolidation of numerous data sources related to the Insurance Customer Base. It also wanted to control voluntary attrition through retention campaigns using the consolidated data base.

■ The Solution

The Fractal team set up an automated environment to collate data from a number of systems and enable CVM analyses. The team then deployed advanced analytics techniques to build attrition models to identify customers “at risk” of canceling subscription. These models were deployed on the data base built thereby assigning attrition scores to each customer. The graph below shows the percentage of attriters vs. Decile. The Fractal team was able to predict 65% of the attriters within 40% of the customer base.



■ Results

Fractal helped the insurer realize substantial savings in attrition management. The client now uses Fractal's automated data consolidation package for all analytical purposes. Fractal's attrition models have also been effectively deployed on a continuous basis to support its proactive retention program.