

 **Case Prioritizer™****Prioritize incoming apps to increase placement rate and optimize underwriting**

In today's increasingly competitive business environment insurers need to find ways to efficiently increase win rates. Low quoting ratios or missed sales hurt overall performance and may indicate poor utilization of underwriting resources. Luckily, with the use of predictive modeling, you can now accurately determine which prospects are most likely to close.

Our **Case Prioritizer** utilizes a combination of historical data and industry trends to identify key attributes of profitable prospects. A component of our New Business and Underwriting Suite, the **Case Prioritizer** employs a proprietary and accurate algorithm to help your organization achieve the highest win rates while balancing profitability and price competitiveness. Characteristics such as industry, geography, broker and face amount are correlated with profitability and win rates to determine a quote score for each new applicant. The quote score indicates which applicants underwriters should target, saving time and resources.

With the **Case Prioritizer**, your underwriters will be better aligned to meet incoming prospect volumes and will always be focused on the highest value applications. In addition, modeling between price thresholds and win rates will establish protocols for quoting and pricing, while balancing both factors against risk levels. Based in Excel, this analytical tool is easy to use and can help you increase win rates and refocus high level underwriting resources, resulting in maximized profitability.

"The Case Prioritizer™ increased our sales \$40M annually by focusing our underwriters on high-value cases perceived to be uncompetitive."

- CEO, Leading US Carrier

Identify key characteristics of cases that are favorable to the business

Calculate Case Score™ that predicts the likelihood of a case to quote or sell

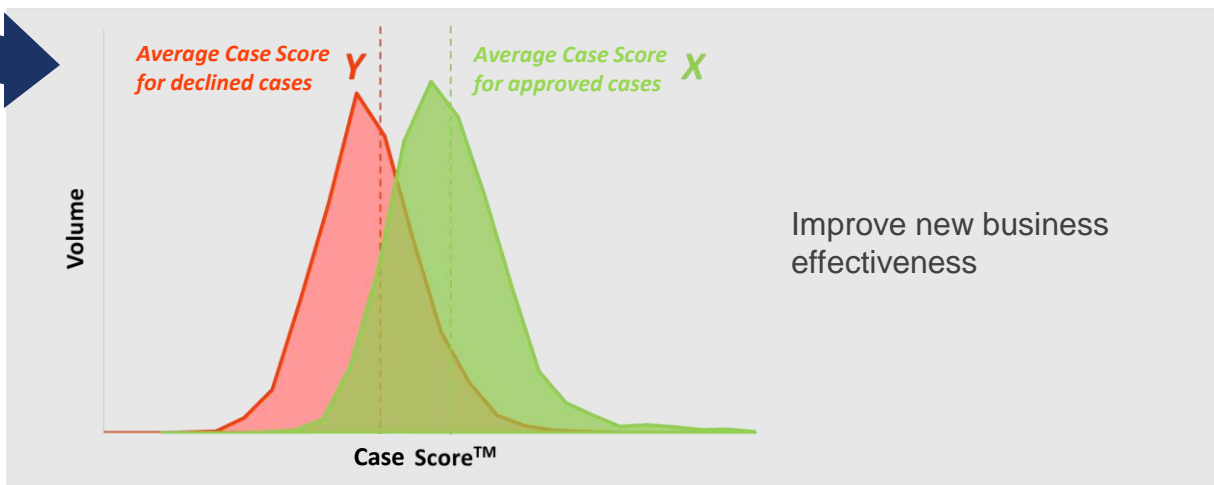
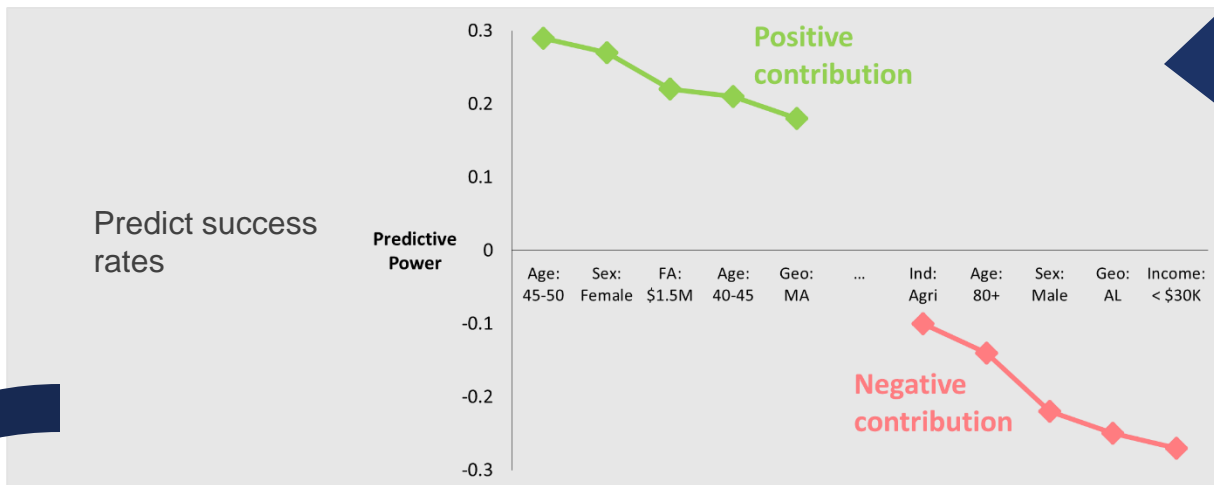
Improve underwriting utilization by prioritizing effort on high-value cases

Align marketing strategy to educate customers in targeted segments

Increase sales and profitability

Case Prioritizer™

Executive Dashboard (ILLUSTRATION)



About Spinnaker Analytics

Spinnaker Analytics builds highly accurate predictive models. We combine historical business data and robust algorithms with our domain expertise to create customized solutions. The result: accurate forecasting and superior decision making.