



CASE STUDY

Navigating Success:

How Data-Driven Decisions Transformed a Century-Old Insurer

Introduction

One of the largest personal line carriers in Utah has long been committed to providing exceptional service to its members by delivering hyper-local insurance experiences. With great pride in a legacy that extends beyond a century and a steadfast commitment to its members, they are committed to delivering unmatched care, dependability, and peace of mind.

The Challenge

With a focus on leveraging data to drive underwriting decisions, the carrier faced significant challenges concerning the price and quality of data provided by LexisNexis, its primary vendor. As they sought to increase profitability to remain competitive, the rising costs associated with LexisNexis's data placed a significant financial strain on their new and renewal business. In fact, the carrier was unable to check 95% of their renewal book for new activity, leaving them vulnerable to potential risks and premium leakage for over 180,000 policies. The insurer also had concerns about LexisNexis' data quality, which impacted its ability to assess risk consistently and accurately.

These challenges prompted them to run a comparative test with SambaSafety, seeking alternate solutions to reduce costs without compromising quality or reliability.

The Results



Full Roster Visibility

SambaSafety provided the carrier with a solution that allowed them to assess 100% of their monthly renewal business for 90% less than LexisNexis.



More Accurate Data

SambaSafety's data outperformed LexisNexis in data quality, identifying more drivers with alcohol or DUI violations and reckless driving incidents.

By leveraging SambaSafety's data solutions, they could identify drivers with clean records, avoiding unnecessary MVR orders and resulting in significant savings. The carrier could access detailed violation reports without incurring costly state fees associated with direct MVR requests, further optimizing MVR spend.

The carrier believes premium leakage to have impacted roughly 10% of their book. Leveraging SambaSafety to check for activity on all renewals, they anticipate identifying an additional 19,000 violations annually. Introducing fees alongside a premium increase, they estimate they can recoup nearly **\$3.8M in lost premium**.

SambaSafety's flexible data solutions services are designed to improve underwriting precision and maximize ROI.

**Driving Cost-Efficiency Through
Unmatched Risk Visibility**

[See How Much You Can Save](#)

Segment & Price with Precision

SambaSafety's data solutions help you access the right level of data at the right time with nationwide access to enriched license and violation data. Configurable services were designed to support dozens of unique use cases so you can accurately price auto policies.



Complete Coverage

50 state MVR and Data Solutions coverage



Data Quality

Up to 95% of violations on an MVR, provided through our Data Solutions



Flexible Approach

Simple & flexible pricing and usage model

By strategically pinpointing drivers requiring a more thorough examination, you'll uncover comprehensive insights into policyholders' exposure that elevate the accuracy of assessments and drive notable cost savings. This targeted approach empowers you to make informed decisions, minimize expenses, and uphold a competitive edge.



Driver Risk Assessment

For a comprehensive assessment of new or renewal business, our configurable solutions offer insurers the ability to accurately evaluate pricing risk, incorporating enriched license and applicant violation history data. Leveraging an extensive range of public and private data sources, we provide insurers with diverse options to align with unique workflows and risk appetites, enhancing underwriting data integration for confident risk assessment and pricing.

With interchangeable workflow options, you can choose which level of data you need and your risk thresholds.



Activity Indicator

For those preferring an MVR purchase strategy based on driver records, distinguishing between those with and without incidents, the Activity Indicator emerges as a viable option.

Activity History

Our Activity History reports offer more intricate and valuable comprehensive data if you require nuanced driver segmentation based on major or minor violations with an added layer of detail.

Report Status - Activity	
Driver	Name: <input type="text"/>
License	Status: <input type="text"/>
Issue Date	Date: <input type="text"/>
Events	<input type="text" value="Speeding 1/2023"/> <input type="text" value="DUI 11/2021"/>

Experience the power of SambaSafety's configurable solutions to gain valuable insights into policyholders' exposure, ensuring you access the correct data at the right time for enhanced risk management and informed decision-making.

Maximize your efficiency and elevate underwriting precision with SambaSafety's comprehensive solutions.

[Talk To Our Team](#)