

# { CARPE DATA

Next Generation  
Data for Insurance

# { Question #1

How many of you have...



More than 200 LinkedIn contacts?



An email address that has been active for more than 5 years?



A **private** Facebook or Twitter Profile?

You are very **unlikely** to commit insurance fraud

## { Question #2

How likely is a restaurant to file a claim with the following:

yelp\* Very low customer rating scores

 Negative employee reviews

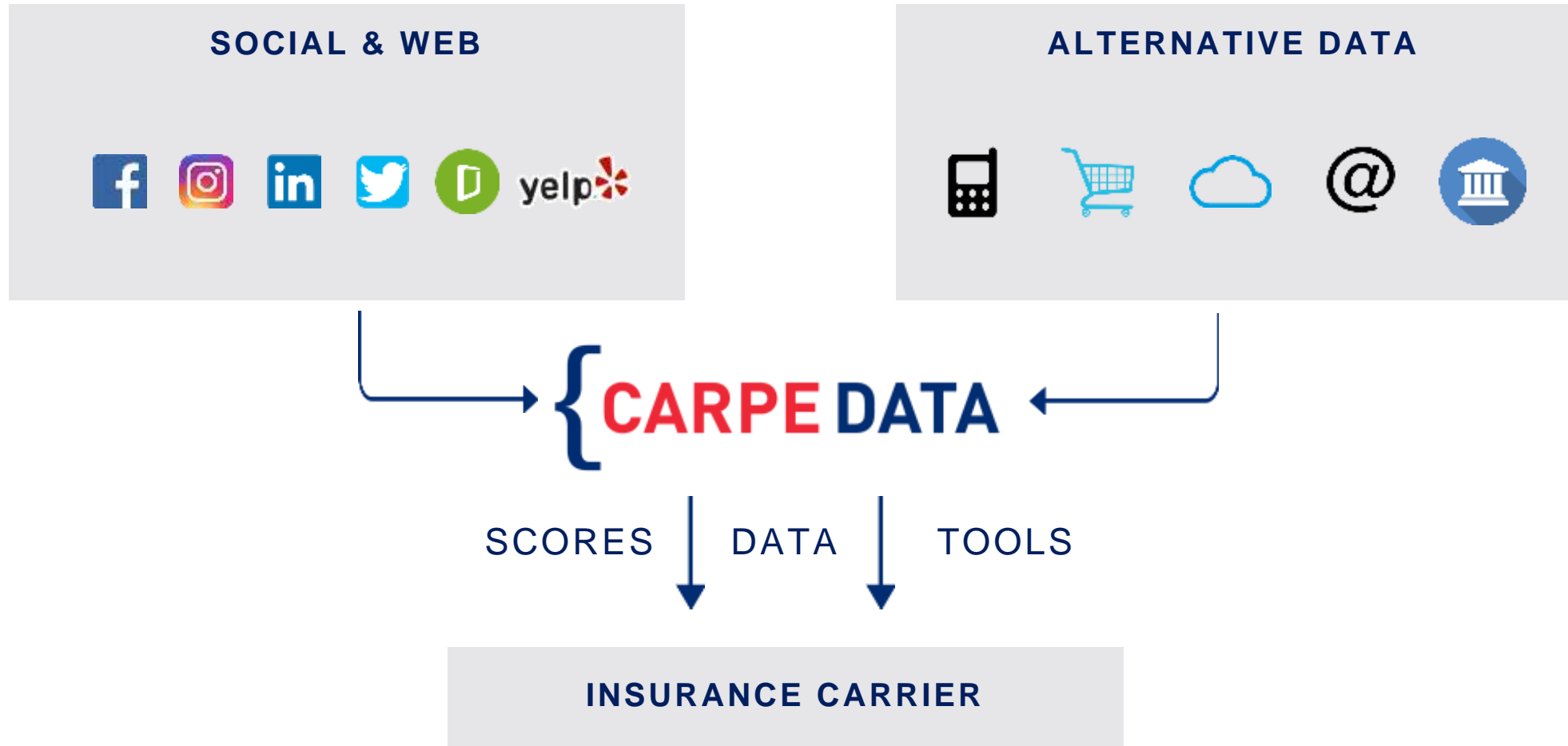
 Limited social media presence

Very **likely** to file a claim within 12 months

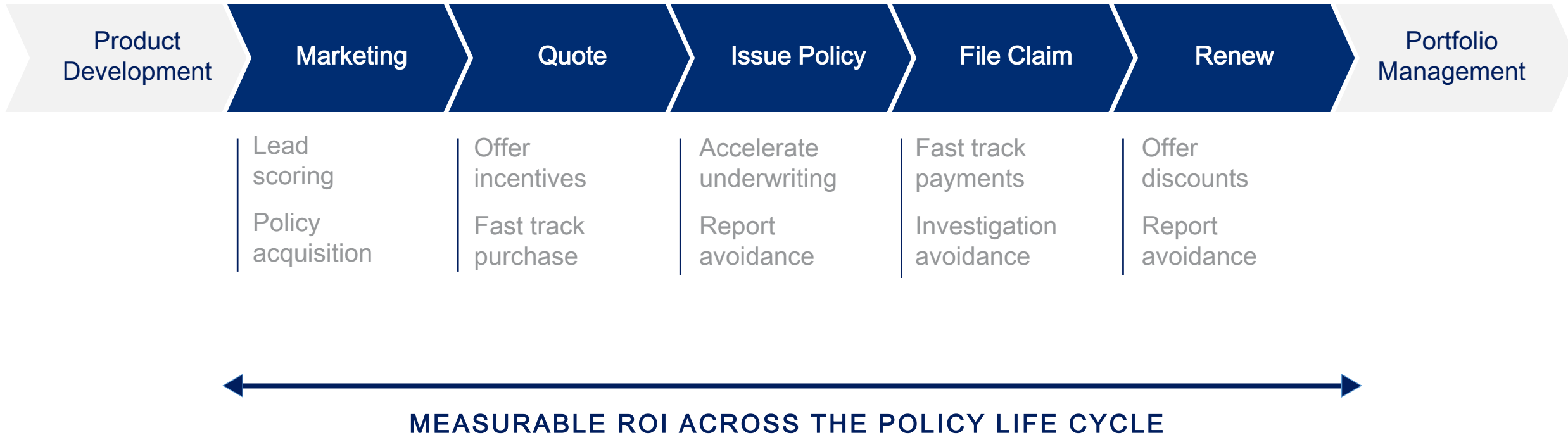


The social web & next gen data is  
the foundation for the rating factors  
and underwriting rules of the future

# { The Next Generation Data Company



# { Use Cases Across Entire Policy Lifecycle





**COMMERCIAL**  
**LINES**

# { Commercial Data



**LOSS  
PREDICTION**

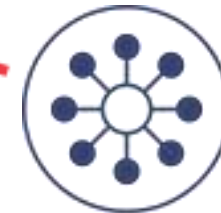


**BUSINESS  
PROFILE**

- 📄 Sic Codes: 5812
- 📄 Is Franchise: No
- 📄 Company Founded: 1995
- 📄 Payment Methods: AMEX, VISA, MASTERCARD
- 📄 Estimated Annual Revenue: \$1,116,482
- 👤 Number Of Employees: 15-30



**NEXT GEN DATA  
ATTRIBUTES**



**BUSINESS  
CHARACTERISTICS**

**Commercial Eligibility**

**Segment: Sandwich or Deli Shop**

Do you sell any alcohol or tobacco? **Yes**

Context

r special sandwiches. Beer & wine along with speciality sodas, diet

More

"Great spot, spread out on the bar and grab some piddles." "Dale" 1267491

caps, or special sandwiches. Beer & wine along with speciality soda

More





**CLAIMS**  
**& FRAUD**

# { Claims Activity Process



## SOCIAL DATA

### Step 1

Claimant data collected in bulk via batch or API



## CLAIMS ACTIVITY ENGINE

### Step 2

Content processed through proprietary technology



## FILTER OUT CLAIMS

### Step 3

95-98% of non-fraudulent claims eliminated



## AUTOMATED FRAUD ALERT

### Step 4

Automated report of fraud alerts delivered via email

# { Claims Activity Alert

**CARPE DATA**  
February 9, 2017

DATA ANALYSIS		PROFILE PICTURE	
Fraud Risk Score:	High		
Social Presence Score:	High		
PROVIDED CLAIMANT INFORMATION			
Claimant Name:	Max L. Grucker		
Current Address:	738 State St Santa Barbara, CA 93101		
Email Address:	maxl123@gmail.com		
Phone:	(805) 456-7000		
CLAIM INFORMATION			
Claim Number:	CD10041003	Line of Business:	Auto
Claim Date:	10/21/2016	Associate Persons:	None
Adjuster Name:	John Doe	Injury Date:	10/20/2016
Claims Office:	Bremerton, WA	Current Employer:	Unknown
Claim Description:	Suspect claiming lower back injury from hit accident		
Injury Description:	Lower back soft tissue		
WEB RESULTS BY CATEGORY			
Social Profiles:	21	Geo Social Network:	1
Other:	120	Micro-blogging:	14
Online Commerce:	3	News and Media:	26
Blogging and Forums:	25	Picture and Video Sharing:	6

**FLAGGED CONTENT**

Website URL: [https://www.facebook.com/profile.php?id=10154616372453066-o\\_CDCXAMPLE](https://www.facebook.com/profile.php?id=10154616372453066-o_CDCXAMPLE)

Comment: The subject indicates on their Facebook profile that he ran 0.7 miles a day after the claim date. Date of October 21, 2016.

**facebook** Sign In

Max Grucker · Tue 9:17 · 100% with Address Book · October 21, 2016 · Address Book

**Start and Finish**



0.70 Miles   2:54:36   17:58   1,444

0 Likes

0 Shares

# {ROI Case

Top 5 P&C Carrier

## Study

50k

CLAIMANTS

\$5/CLAIM

\$ 250k

COST

## 2. LIKELY FRAUD

3%

FLAGGED

750 CLAIMANTS

\$ 5k

AVERAGE CLAIM COST REDUCTION

## 3. SAVINGS

\$ 7.5m+

MILLION  
SAVED

ROI-30x

# { Why does this matter to reinsurers?

- Accurate risk classification and pricing for underlying risks within a treaty can create significant reinsurance premium uplift
- Primary claims fraud reduction protects both specific, facultative and aggregate reinsurance layers

Next gen data & the rating factors of the future transforms risk for entire insurance industry

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