

Harness the power of Minitab's Insurance Industry Module, a Minitab Statistical Software add-on to make more informed decisions and optimize your operations. With predictive analytics and advanced data visualization, you can have the power to forecast claims costs, acquire targeted customers efficiently, and streamline expense management.



Forecasting Claims Costs

- Visualize factors affecting claim severity such as claim type
- Measure the likelihood of specific claim type frequency
- Predict future costs of claims



Targeted Customer Acquisition

- Allocate resources efficiently to maximize cost per acquisition (CPA)
- Track strike to identify areas for improvement in your sales processes
- Monitor referral rates to encourage customer loyalty



Expense Management

- Optimize your expense structure to improve profitability
- Calculate the ratio of costs to earned premiums to assess the impact of claims
- Identify areas where improvements can be made to reduce losses

By leveraging our data-driven insights, you can achieve greater profitability and improve customer satisfaction. **Talk to Minitab today** to learn more and start transforming your insurance KPIs.

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