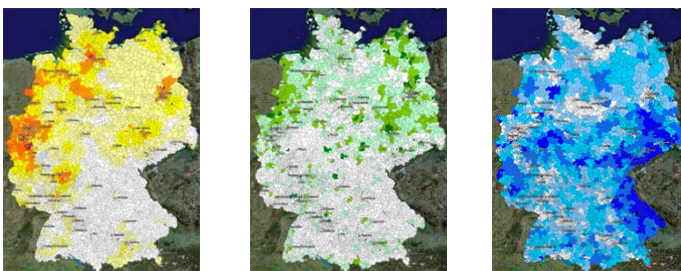


## Data pool for private lines Statistics of a market leader

Sponsor





*Evaluation of  
householders'  
comprehensive insurance  
according to zip codes –  
burglary, bicycle theft,  
overvoltage*

Meyerthole Siems Kohlruss operates a data pool for private lines in the sections of liability, accident, as well as householder's comprehensive insurance, and homeowner's comprehensive insurance. Once a year, our actuaries analyse the pool as a whole, including the current policies and claims of twelve insurance companies.

- › Statistics of a market leader: Due to their size, many companies suffer from competitive disadvantages compared to big companies. For Germany, the data pool has reached for all sections the size of a top five insurer.
- › A supplement for the statistics of the GDV: The German Insurance Association (GDV) is the umbrella organization for private insurers in Germany. It provides only coarse information. The evaluation of the pool is far more comprehensive than the statistics of the GDV. However, the pool includes GDV data sets as far as they are relevant.

## Benefits of the pool

- › Create expert knowledge: Aggregated data will be offered to the companies. Furthermore, regular pool meetings provide a good opportunity for meeting other industry professionals, for instance experienced managers and branch specialists.
- › Software: We provide the powerful software tool »SHU-Analyzer« It enables companies to carry out individual evaluations and to choose between two data sets – either focussing on the data of their own company or examining the pool as a whole, including the data of the other participants.
- › Benchmark analyses: The data used for the benchmarks is made anonymous. Every participant will be given an individual report that compares the performance of each single branch of their own company to the success of the other participants.

## Value-based management

- › Identify problematic customer features without sticking to the limits of single sections: Features that are particularly positive or negative for the loss record are identified and evaluated – for instance in the case of products for elderly people, the focus is on the customer's age.
- › Recognize shifts within the portfolio: Which good sections are at risk to be cancelled? Are there sections with undesirable risks? A comparison between quotas for property, cancellation, and contract sheds a light on the backgrounds.
- › Analysis of distribution channels: The performance of the distribution channels 'sales organization,' 'broker,' and 'direct sales' are being compared and evaluated with respect to loss record cancellations and new business done.
- › Regional approach: Not only property branches, but also accident and liability insurances are often more profitable when different regions and places are considered as pricing criteria.
- › New product ideas: Last year we carried out comprehensive studies on simulations of non-claim bonus. As part of these studies we analyzed concepts of selected target groups, for instance elderly people.

Sponsor



## The future

Both the evaluation software and the quality of the data are under continuous further development. Recent topics are picked up, as for example the expanded customer view as a basis for the calculation of composite products. External data sources as for instance socio-demographic features are constantly added to the existing pool data, with their relevance for actuarial assessments being revised systematically.

## References

The data pool was established in 2002. The twelve participants represent a common market share of more than 6%. The statistical depths and power can match its strength against the big insurers.

## Contact

### Dorothee Wübben

Project Manager

Meyerthole Siems Kohlruss

Phone: +49 221 42053-0

E-mail: dorothee.wuebben@aktuare.de

### Kai-Olaf Knocks

Senior Underwriter

SCOR Global P&C Deutschland

Phone: +49 (0)221 2928-0

E-Mail: kknocks@scor.com