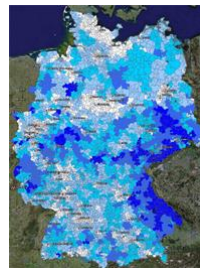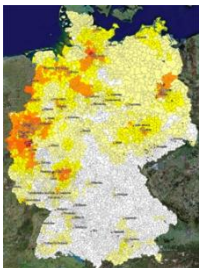# Data pool for private lines

Statistics of a market leader

Evaluation of householder's comprehensive insurance according to zip codes – burglary, bicycle theft, overvoltage

Sponsor

Meyerthole Siems Kohlruss (MSK) 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. The data pool has a market share – depending on the section – of up to 10%.
> 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 and includes flexible evaluation options.

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 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, cancelation, 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.

References

Meyerthole Siems Kohlruss (MSK) is the specialist for data pools in the German-speaking market. Since 2002 MSK has operated a number of data pools with more than 60 companies and manages more than 300,000,000 data sets. We are happy to bring you in touch with one of the participating companies.

Data protection and data security

The DEKRA certificate ISO 27001:2017 is a confirmation from an independent party that Meyerthole Siems Kohlruss (MSK) continuously keeps a very high level of data security. The employed methods are in line with current legal requirements concerning basic regulation of data security, antitrust law and the Code of Conduct.

Contact

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