

Model of Excellence Profile – LexisNexis Active Insights			
Company Name:	LexisNexis Risk Solutions	ICG#	40127
Address:	1000 Alderman Drive, Alpharetta, GA 30005		
Product Name:	Active Insights		
URL:	www.risk.lexisnexis.com	President Name:	Bill Madison, CEO, Insurance
Business and Product Overview			
Business Information Framework Classification	<i>Applications Models:</i> Buy/Sell – Opportunity Finder	<i>Business Model:</i> Subscription -- Subscription	
	<i>Content Models:</i> Aggregation -- Licensed	<i>Distribution Model</i> Direct Sales – Captive	
Company Overview	For over 40 years, LexisNexis Risk Solutions uses the power of data and advanced analytics for better risk management. It is the trusted data analytics provider for organizations seeking actionable insights to manage risks and improve results while upholding the highest standards for security and privacy. Headquartered in metro Atlanta USA, LexisNexis Risk Solutions serves customers in more than 100 countries and is part of RELX Group, a global provider of information and analytics for professional and business customers.		
Product/Service Description	<p>LexisNexis® Active Insights delivers a wide variety of information that allows insurers to better understand the circumstances impacting their customers—as they occur—so the insurer can appropriately and immediately reach out to them. The knowledge gained from the insights can help reduce expenses associated with broad outreach by fine-tuning messaging and tactics for more precise and well-timed targeting.</p> <p>If, for example, a policyholder puts her home up for sale, Active Insights alerts the insurance company that then has maximum time to engage the policyholder to make sure s/he doesn't switch insurers for the new home. Similarly, a child reaching driving age usually means a significant rise in auto insurance rates, which causes families to shop to shop for better rates or delay adding the teen driver to their policy. Knowing about this event well in advance allows the insurer to work to build and strengthen the relationship with the policyholder to discourage rate shopping. That's just two of many examples of how Active Insights constantly monitors an insurance company's policyholders to identify relevant life changes that the insurer can then address proactively. How it works: The insurer submits a customer file to Active Insights which then monitors each customer by scanning over 10,000 different information sources daily, weekly and monthly. These sources are used to identify and score specific events and matched to an insurer's book of business so that the insurer is notified as key events occur.</p> <p>While so much attention has been paid to lead generation, what makes Active Insights stand out is that it uses many of the same principles and techniques to focus on customer retention, an underdeveloped niche in the marketplace where we are likely to see a lot of growth in the future.</p>		
Year Founded:	2000	BizDev Contact:	Insurance.sales@lexisnexisrisk.com
Employees:	4,760	Main Telephone:	800.458.9197
Profile Date:	10/1/2017	Primary Market Served:	52 – Finance & Insurance
Ownership:	Public	Funding Source:	Publicly-Held
MofE Class:	2017		