



CreditVision Life Insurance Industry Score

A credit-based insurance score highly predictive of mortality for use across the life insurance policy lifecycle to: improve decisions made within risk segmentation, accelerate underwriting processes, simplify issue underwriting, identify new lead opportunities, and improve up-sell opportunities within the existing portfolio.

- ✓ Risk segmentation in fully and simplified issues underwriting
- ✓ Accelerated underwriting
- ✓ Market segmentation of leads to identify the best opportunities
- ✓ Identification of desirable in-force policies for up-sell opportunities

With the growing underinsured middle market and increasing consumer demand for instant transactions, insurers need to quickly assess risk with a high level of confidence without inconveniencing the customer.

The CreditVision Life Insurance Industry Score assesses behavioural risk to provide a more holistic view of an applicant's overall risk. It differs from traditional credit scores which are designed to predict the likelihood that a consumer will default on credit obligations. Instead, this purpose-built score for the life insurance industry uses mortality data, and is reflective of long-term behaviour rather than short-term patterns.

Visit: transunion.co.za/solution/creditvision-life-insurance

CreditVision™

Count on a credit-based score predictive of mortality to reduce quote times, effectively grow and make better decisions on your existing portfolio

Assign medical test requirements based on mortality risk associated with a consumer

Consumers' need for medical tests are segmented based on their mortality risk:

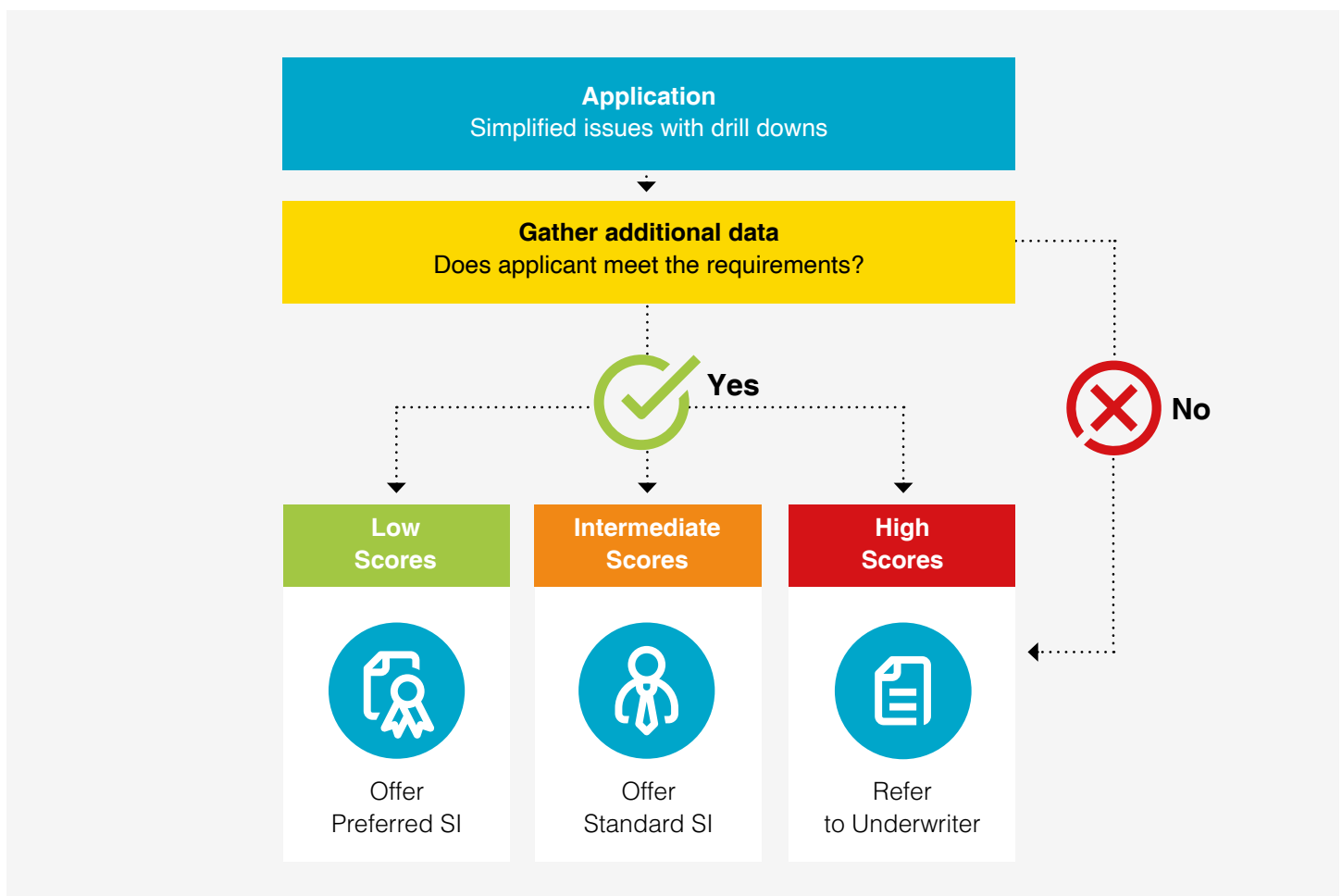
- **Low-risk clients** – Medical tests can be waived
- **Medium-risk clients** – Reduced medical test requirements
- **High-risk clients** – Continue with medicals as currently required

Targeted marketing and in-force policy management

Market to consumers you want to attract by removing those with scores that fall outside of campaign parameters. Identify opportunities to upsell a higher sum insured to policyholders with a lower score and cross-sell life policies to funeral policyholders.

Utilise risk segmentation through simplified issue illustration

Used as an additional piece of evidence to better classify an applicant's risk profile and facilitate the addition of a preferred-SI class, substandard-SI class or both. Improved mortality and/or higher placement rates due to the creation of a preferred class.



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