

From data... to ta-da!

Unique data insights
for brokers



Two new data-driven tools for brokers

We're excited to launch two new data-driven tools for our broker partners – Focus 360 and Foresight – giving you access to deeper insights to help you better understand your business and support your future growth.

We see real value in technology and data science which is why we're investing for tomorrow.

Our 45 years' experience and our partnerships with well-known third parties CDL, Tableau and a leading UK price comparison website, means our data tools can be trusted and they're easy to access and use.

Our data science service is unique to the premium finance market.

These two new data tools are innovative, help you extract key insights to drive success, and give you knowledge to help you make informed business decisions.

Learn more about your business, respond to emerging opportunities and grow, based on data and insights within **Focus 360** and **Foresight**.

Focus 360 provides analysis carried out using interactive data visualisation software Tableau, focused on business intelligence.

- Summary of your financial and operational data in an interactive dashboard
- Built to help you improve your effectiveness and maximise your premium finance income
- Benchmark against your peers and understand areas of improvement for new business opportunities
- Drive growth by better understanding penetration by sector

Foresight has been built using our own customer outcome data, supplemented with data from a leading UK price comparison website.

- Machine learning driven point of quote data enrichment tool for brokers
- Predict the likelihood of customers cancelling before the end of their policy term
- At quotation stage, foresee if customers will pay by instalments

Focus 360

Focus 360 uses **descriptive insights** to give you a retrospective view of your commercial lines premium finance data. It helps you learn from your past performance and make the best commercial business decisions for tomorrow.

The tool uses proven interactive data visualisation software, Tableau, and provides you with advanced metrics, KPIs and peer benchmarking.

You want to make better business decisions. We can help.

You told us data and insight was important to you and you wanted to know how you were performing versus your peers. We listened and we created Focus 360, our real-time commercial lines dashboard, with selected, key data points around how your premium finance business is performing.

The data visualisation is interactive, streamlined and easy to use. It helps you see where you are performing well, and you can use it to decide whether you want to change your business for the future.

Who is Focus 360 for?

Focus 360 is an ideal insights tool for your Premium Finance Manager, your finance team, your Managing Director, and you too.

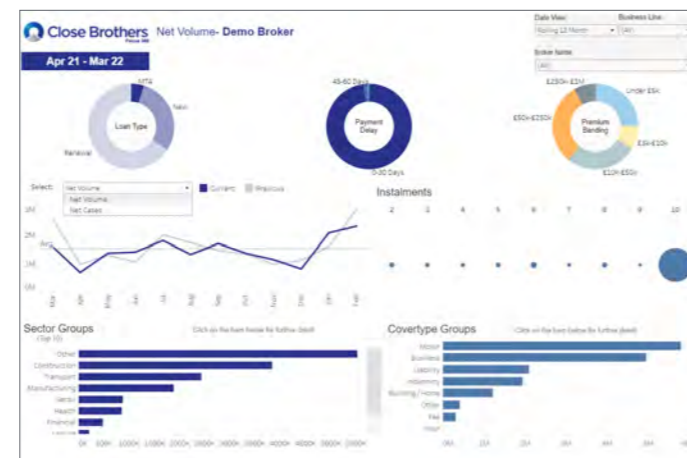


Focus 360 is intuitive with straightforward access to information at a high level, or in detail if required. It's an interactive, modern data tool to help brokers gain insight and improve efficiency.

Anthony Backler, Accounts & Operations Team Manager, CLEAR MPW



The Focus 360 dashboard



Focus 360 features and benefits

With insights into your past performance, Focus 360 brings you key information helping you improve effectiveness and maximise premium finance income.

Efficiency gains: For example – by reducing the number of days between renewal and loading of loan.

Enhanced competitiveness: Through accurate benchmarking.

Growth: Better understanding of penetration by sector.

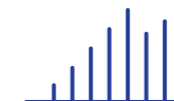
Improved finances: By getting closer to the relationship between cost and retention ratio, payment delay analysis and commission.

New business opportunities: Understand the peer group and areas of improvement.

Team member support: Team members gain an in-depth understanding of the wider broker performance and market to support understanding and development.



Interactive dashboard



More metrics and KPI's



More trends: monthly, quarterly and year on year



Benchmark performance versus peer group



Through understanding their performance better, **Focus 360** allows brokers to operate their premium finance solutions in the most effective way.

Elliott Hayes, Director of Sales - Commercial Lines

Foresight

Foresight scores provide **predictive insights** based on customer behaviour. Our machine learning models dynamically predict consumer behaviour that might happen allowing you to make decisions about the direction your business should take.

Understand more about your customers

Foresight works in real-time and is structured around 100+ customer characteristics. Our models are highly accurate, based on our historical data and a leading UK price comparison website data that complements our own.

We use the most sophisticated machine learning algorithms for outstanding accuracy and our data and models are refreshed monthly to reflect the latest customer behaviour.

- We maintain the models so you don't have to
- Brokers can use Foresight alongside existing data enrichment tools

Foresight provides you with information to accurately predict if customers will pay annually or monthly. It scores customers at point of quote, telling you their propensity to pay for their car insurance with a one-off annual payment after indicating to the aggregator that they would like to pay monthly.

Do you want to build long-term relationships with your customers?

Foresight also scores new car insurance customers at point of insurance quote. It allows you to predict who is likely to cancel mid-term, and you can set rules and make business decisions based on customer scores.

How it works

If you use CDL, the model is built into their platform. It's easy to integrate into your ratings engine and is simple to switch on – there's no bespoke build.

If you don't use CDL, we can arrange access via an API which will enable you to link it to your ratings engine. Ask our team for more information today.

Foresight scores are proven to **significantly improve** existing broker prediction accuracy by up to 10%.

Colin Wallace, Sales Director, Personal Lines



Foresight features and benefits

Using predictive insights, Foresight brings you key information to steer the future success of your business.

Cancellation Score

- Provides you with information to accurately predict which customers will cancel
- Scores customers at point of quote, returning their propensity to cancel at any point in their first year of insurance

Annual Payment Score

- Provides you with information to accurately predict which customers will pay annually vs monthly.
- Scores customers at point of quote, returning their propensity to pay with a one-off annual payment, after they have said they would like to pay monthly.



Find out more

Contact your Sales Manager today to find out about the potential for your business.

Not a Close Brothers Premium Finance partner but interested in predictive insights? **Talk to us today.**

workwithus@closebrothers.com

www.closebrotherspf.com



Please note: Foresight and Focus360 are provided by Close Brothers. You should make your own assessment of the information provided and should not rely on it without seeking your own advice. The model output provides predictive information on a generalised basis. Close Brothers cannot warrant or guarantee the accuracy of the model output or its suitability for your specific purposes or needs, and therefore has no liability for the rules and/or decisions you take based on the customer scores. This is a business to business communication.

Close Brothers Premium Finance is a Trading name of Close Brother Limited, authorised by the PRA and authorised and regulated by the PRA & FCA (FRN: 124750). This is a business to business communication and should not be interpreted as a financial promotion.