Atidot

AI Core for Life Insurance

Grow Orphaned Policies Life Time Value.

Most life insurance products are sold today through agents servicing customers. However, because agencies experience high agent turnover, 30% of policies are left behind and customers receive poor service, or none at all.

The facts speak for themselves: There is a 2X-5X gap between properly managed policies and unserviced (orphaned/non-assigned) policies.

This gap is an opportunity.

Insurers can tap into a huge revenue growth opportunity if they first identify who is underinsured or at-risk of lapsation, and then learn how to better retain, upsell and cross-sell to their existing customers.

Atidot helps you do both.

Selling to an existing policyholder is 8X more profitable than acquiring a new client.

Atidot's Orphaned Policy Solution results speak for themselves:

• Improve predictability by >70%
• Potential Increase top-line growth by >30%

Together, using these two levers, Atidot helps insurance companies increase their book value by up to 4X.

What Is Atidot?

Atidot uses AI, machine learning and predictive analytics to help life insurers make data-driven business decisions and operationalize these decisions to generate new revenue. When it comes to orphaned policies, Atidot's advanced AI algorithms identify which customers are likely to purchase new products, who is likely to lapse in the future, and exactly what you should offer each customer to maximize sales and prevent churn. Our lapse model is 12X more accurate then traditional lapsation.

We make data driven recommendations, then we implement them.

How Atidot Improves Customer Retention

After identifying policyholders who are underinsured or in danger of lapsation, Atidot will launch customized retention plans, based on AI insights. We then implement strategic actions designed to grow policies' Life Time Value (LTV) and generate new revenues, all of which integrate seamlessly into the agency's CRM and other supporting systems for utmost efficiency.

Ready to let Atidot increase your book value by up to 4X? Learn More: www.atidot.com

Atidot

Revenue Operations
Using Insights From In-force

Customer Journey Through Emails And Text Nurturing To Optimize Lead Acquisition And Onboarding

Lead Generator Producing Meetings

PPC Agency Producing Traffic

Carrier Customized Brands

Pre- CRM System

Email/Text Nurturing

Microsoft Bookings

Atidot

AI & ML platforms that drive new revenues

Google Analytics