

# Improved customer engagement. Better business outcomes. Active risk management.



## Lives change—needs change

As your customers’ lives change, so do their insurance needs. An active risk management program continuously monitors these changes so that you can proactively reach out in the context of your customers’ needs.



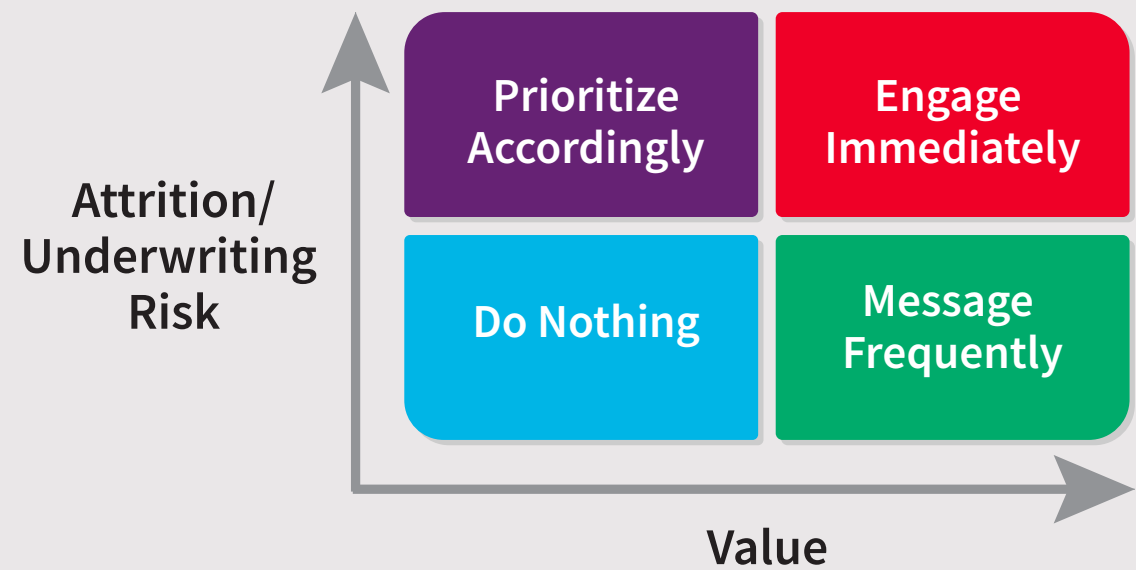
## Receive alerts of relevant changes

A successful program monitors and analyzes data linked to your customers—and alerts you as relevant changes occur.

[Learn more](#)

## Focus your engagement strategies

The insights you receive help you prioritize outreach based on customer risk and value.



## Become a proactive advisor

Event alerts empower proactive, timely conversations with customers about personalized coverage solutions.



## Match alerts to business goals for improved profitability

### Increase Retention

Retain valuable customers with these event alerts:

- House Listed
- Getting Married
- Address Change

### Improve Loss Ratios

Reduce loss ratios with these event alerts:

- New Drivers/Occupants
- Home Renovations
- Moving Violations

### Identify Opportunities

Seize business growth opportunities with these event alerts:

- Change in Marital Status
- New Child
- Starting a Business

To learn more, call 800.458.9197 or  
visit [lexisnexis.com/risk/active-insights](https://www.lexisnexis.com/risk/active-insights)



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