

# ArcGIS for Insurance

Unlocking the power of location

GIMS Location Analytics makes it easier than ever to geo-enable business data with intuitive mapping and analytical tools

For more information on our offering,

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Voir la réalité . Décider efficacement



# The Challenge

Analysing risk exposure and the inability to do real time claims and fraud management are some of the problems the insurance industry face, along with identifying high-potential, under-served markets to pinpoint potential clients.

## Our solution

By accessing, managing and understanding information based on location, you're able to visualize data through a single platform using mapping interfaces that can be moulded to fit the needs of every user. Map and analyse information for more accurate policies, faster service, and a healthier business. GIMS Cameroon help make it easy to geo-enable your business data with intuitive mapping and analytical tools.

**GIMS Cameroon** provide access to critical information necessary for effective claims handling, targeted sales and marketing campaigns, customer service and risk management through the Science of Where.



Address Validation & Geocoding

### Geo-enable your database

Visualise your customers on a map through geocoding.

With our insurance solution you can spatially enrich your database with standardised addresses enabling further location based analytics.



Customer Analytics

### You're only getting half the story. A spatial component allows you to see the bigger picture

Take your customer analysis beyond a postal code by adding an extra spatial dimension to your workflow. Expose previously hidden patterns and behaviours to enable better decision making. Identify potential customers by combining in-house data with our supplied spatial datasets.



Sales Territory Management

### Simply visualize regional sales branches

Map your customers and branches for easy visual analysis. Gain greater insight into the relationships that exist between customers and territories. Identify gaps in the market allowing you to :

- See high-potential, under-served market areas
- Optimize territories
- Set realistic goals for sale and market infiltration
- Benchmark performance



Geo Risk Assessment

### Identify potential high-risk areas

Develop risk profiles by combining client information with geo risk data such as historic crime statistics, flood zones and fire data



Claims Management & Fraud Detection

### Add a spatial dimension to claims management. Map claims to discover suspicious high claim patterns in local areas

The solution offers dynamic reporting tools to quickly visualise claim statistics for local areas. At a glance, see how many claims have been lodged and the total value of payouts.

GIMS Cameroon solutions enable you to view claim cluster patterns. This allows you to detect suspiciously high claim patterns in specific areas.