

## Case Study: AXA

# AXA rolls out standardised approach to risk selection and management globally using LexisNexis® underwriting platform



“We have been using LexisNexis® Map View in the UK very successfully and with this agreement, we are implementing LexisNexis® Map View across our property underwriting divisions around the world.”

**AXA Global Property and Casualty, Paris**

“This innovative approach to underwriting has had a direct and significant impact upon our underwriting performance and profitability, as a result of much more accurate risk selection, and having a single, centralised view of all the risk on our books.”

**Douglas Barnett, Head of Customer Risk Management  
AXA UK**

## AXA rolls out standardised approach to risk selection and management globally using LexisNexis® underwriting platform

In early 2012, AXA made the decision to roll out the point-of-sale risk assessment and accumulations management software solution, LexisNexis® Map View, globally, to allow the company to adopt a standardised and consistent approach to risk management across all its property underwriting divisions worldwide.

AXA has been successfully using the LexisNexis® Map View solution in the UK for several years, enabling it to dramatically improve risk selection and underwriting profitability. As a leading global insurer, with a presence in 61 countries, 200,000 employees, and serving 95 million customers, AXA had a lot to gain by standardising its approach to risk selection and management.

## AXA UK selected as 2013 Celent Model Insurer for best practices in risk management

In 2013, AXA UK was selected as a Celent Model Insurer for its best practices in risk management. Leveraging the LexisNexis® risk assessment and accumulations management platform has enabled AXA UK to more accurately select risk, manage accumulations and improve underwriting efficiencies and profitability. The LexisNexis® system provides a single, central portal for all AXA UK underwriters to access the data they require to make informed underwriting decisions, including policy information and perils models.

LexisNexis® Map View was initially rolled out in 2009 to AXA's UK property underwriters to use, at the point-of-sale, to help them more accurately assess flood, subsidence and other perils risks for individual buildings, versus by postcode areas, which is the approach AXA UK had used in the past. The LexisNexis® system enabled AXA UK to pinpoint the risk associated with an individual property, not only for perils, but also from an accumulations standpoint.

## Business benefits realised by AXA UK

With more effective risk selection, AXA UK improved its risk exposure, pricing and underwriting performance. AXA's UK customers benefited from reduced quotation time, fewer referrals and improved customer service. Key benefits realised by AXA UK are highlighted below:

### Increased target addressable market

As a result of more accurately assessing risk at the building level, AXA UK increased its target addressable market in the UK by over 8%. Prior to deploying LexisNexis® Map View, assessing the risk of flood, and other perils, at the postcode level often led to properties being declined cover, and risks being incorrectly assessed.

### Reduced exposure

With better risk selection, and as a result, more accurate pricing of risk, AXA UK has reduced its high hazard flood exposure by over 18% – reducing its cost of claims.

### Improved efficiencies

AXA UK has been able to save significantly on geocoding and dramatically speed up the time it takes to turn around quotations. AXA UK has saved in excess of £3 million on geocoding alone since deploying LexisNexis® Map View.

### Enhanced accumulations management

A key result for AXA UK has been better accumulations management by having full visibility into what it insures, and where, and being able to control its local exposures. With the ability to provide different management levels and teams access to different views of the business, local underwriting teams are empowered to review, manage and analyse their book of business.

### Improved catastrophe response and customer service

In the case of a significant weather event, or some other kind of catastrophe, AXA UK can use the portal to gather real-time data, both internal and external, to identify which customers have been impacted, those likely to be affected, and to better understand its own exposure in real-time. In this way, AXA can proactively reach out to customers to deliver fast and efficient customer service, as in the case of the London riots in August 2011.

## The solution

LexisNexis® Map View is a web-based application, delivered as a software as a service (SaaS), providing a flexible and very scalable solution. It gives real-time visibility into policy accumulations, perils risk data, historical perils events, quotation and claims data etc – empowering underwriters to more accurately assess risk at the property level, at the point-of-sale, and allowing better exposure management at the macro level. LexisNexis strategic alliances with providers of specialist content and peril models allow LexisNexis® Map View to be leveraged globally.

**“Prior to implementing LexisNexis® Map View, we were excluding some areas because we didn’t understand the risks and we were unsure of our accumulations in close proximity. LexisNexis® Map View has allowed us to improve risk selection thereby offering more competitive prices to customers who are less likely to have claims.”**

Douglas Barnett,  
Head of Customer Risk  
Management AXA UK

"A key benefit of deploying LexisNexis® Map View worldwide is that it allows us to easily share, amongst the AXA Group, third-party worldwide data on risks such as flood, earthquake and storm, thereby ensuring that our local underwriting teams benefit from our entire data library. Our local entities' expertise will also benefit the entire Group.

Finally, we improve the quality of our exposure data across the AXA Group. This program supports our risk assessment expertise on individual risks, and risk management of accumulations regarding natural events."

**AXA Global Property and Casualty, Paris**

For more information on the full Celent report "Celent Model Insurer 2013: Case Studies of Effective Technology Use in Insurance," by Karen Monks, please visit [www.celent.com](http://www.celent.com)

For more information on the 19-page report entitled "Visualising the London Riots at AXA UK: A Case Study of Combining Internal and External Data to Respond to a Catastrophe," please contact Celent at [www.celent.com](http://www.celent.com)

## Global challenges

AXA faced several global challenges which the LexisNexis underwriting system enabled it to address.

- AXA didn't have a centralised view of its accumulations risk and exposure to perils globally.
- AXA wanted to improve global underwriting performance and profitability by implementing consistent risk management practices across all its underwriting divisions.
- AXA's local property underwriting divisions did not have easy access to perils risk data, such as flood, earthquake and storm.

## AXA's business case for going global with LexisNexis

Given the success of leveraging the LexisNexis solution in the UK, AXA wanted to extend this success to its other territories and deploy the platform globally. By deploying LexisNexis® Map View worldwide, and giving local underwriting entities quick and easy access to their accumulations and perils risk data, this enables them to better assess their risk, and make more informed underwriting decisions, when bringing on new business. It results in a standardised approach to risk selection and management company-wide, with all local entities using the same consistent method to assess, review and analyse risk, and manage their business.

Providing real-time access to the LexisNexis® Map View portal allows local entities to respond quickly when an event unfolds, and to quickly assess their exposure. An additional benefit for AXA is having a single, centralised, corporate view of their accumulations and exposure to perils across their entire business, and all their underwriting divisions.

### For more information:

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#### About LexisNexis® Risk Solutions

LexisNexis Risk Solutions ([lexisnexis.com/risk](http://lexisnexis.com/risk)) is a leader in providing essential information that helps customers across all industries and government predict, assess and manage risk. Combining cutting-edge technology, unique data and advanced scoring analytics, we provide products and services that address evolving client needs in the risk sector while upholding the highest standards of security and privacy. LexisNexis Risk Solutions is part of Reed Elsevier, a leading publisher and information provider that serves customers in more than 100 countries with more than 30,000 employees worldwide.

Our insurance solutions assist insurers with automating and improving the performance of critical workflow processes to reduce expenses, improve service and position customers for growth.

