

## Case Study: Customer win story

# LV= invests in LexisNexis® Map View technology to maximise its underwriting profitability and reduce its flood exposure



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**Mike Crane Commercial Lines  
Director, LV= Broker**

With over 5,700 employees working in 17 offices across the UK, LV= is the UK's largest friendly society and a leading financial mutual, with more than five million members and customers. LV= has deployed the LexisNexis risk assessment and exposure management software platform, LexisNexis® Map View, to reduce its exposure to flood and maximise its underwriting profitability. LexisNexis® Map View is designed to help global property insurers and brokers optimise their underwriting performance, and manage their risk and exposure.

### LV= empowers its underwriting teams with the tools and insight to assess flood risk

As LV='s commercial property insurance business continues to grow, and with the rise in flooding and one-off weather events, the insurer wanted to arm its underwriting teams with the best technology to help them quickly and accurately assess the flood risk associated with any given property.

By empowering its teams with the tools and insight to assess flood risk at the building level, at the point-of sale, LV= ensures its business continues to be profitable and is not exposed to unnecessary risk. The online tool uses state-of-the-art street view technology and flood mapping to show highly accurate images of properties and their proximity to flood plains and previous flood activity.

"We're very excited to launch LexisNexis® Map View which we've branded internally as LV=AccuRate, and rolled out to all our branch and package underwriting teams," said Mike Crane, Commercial Lines Director, LV= Broker.

"It's a fantastic tool that will save our underwriters a lot of time and allow us to deliver the best possible service to our brokers. In addition to making our underwriting more efficient, the new technology will also potentially open the door to new business we would previously have turned away," continued Mr. Crane.

"We're delighted to add LV= to our growing customer base and look forward to working with them over the long term," said Simon de la Hoyde, Sales Director, LexisNexis. The LexisNexis technology is designed to help leading insurers like LV= significantly reduce their exposure to flooding and all other perils and increase their underwriting productivity and overall profitability."

**For more information:**

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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.

