



## Leading Insurer chooses The Ark's Pre-mover triggers and reduces mover attrition by over 50%

### The Challenge

One of the UK's leading Insurers needed to reduce the risk of losing contact with policyholders who move home and forget to update their contact details.

### The Solution

To minimise goneaway customers, reduce costs of trying to reconnect at policy maturity and meet an FCA directive regarding the management of goneaway policyholders, Pre-mover triggers were used to proactively reduce mover attrition.

Pre-mover contains the details of circa 95% of all moves in the UK. Pre-mover data was matched to the Insurers customer database and used to identify customers who were about to move home in approximately 12 weeks' time.

This enabled the Insurer to engage with these customers before their move date, support them through the home moving experience and remind them to update their contact address following the move.

### The Results

The number of customers who fail to update their contact details following a move has decreased by more than 50% and the cost of using tracing services to reconnect goneaway customers has fallen dramatically, saving the Insurer a significant amount of money.

Another key benefit has been an increase in the number customers registering to administer their accounts online – registration has increased by a massive 40% - a key KPI for the Insurer. Customers who access their accounts online can now update their details more easily following the move.

The Insurer has also captured additional contact details such as email address and mobile number, further improving the channels of communication and opening up additional opportunities for upsell and cross sell.