



Consumer Intelligence: Underwriter & Panel

exciting insight®



ABOUT US

Building confidence in the financial world, by turning data into decisions.

We don't just deliver data and insights, we deliver clarity.

Our intelligence helps businesses understand not just where they stand in the market, but what to do next, so you can make informed decisions, shape smarter strategies, and move with confidence.

With 20 years of experience turning noise into direction, we help you refine propositions and services, so they resonate with customers and stand out in a crowded market.

Use our intelligence to uncover what's working, what's not, and what to do next. We help you cut through complexity, identify opportunities, and act with clarity, confidence, and purpose.

Consumer Intelligence – Intelligence that moves you forward.



Opportunity

By arming you with insights about your own performance, as well as what your competitors are doing and what your customers need, we can help you find golden opportunities for your business to differentiate itself from the competition.

Our products: a complete picture of your market and customers

Insurance

We blend price tracking and consumer feedback like no one else.

Since 2003, we've monitored millions of live prices from direct insurer and comparison websites across all UK general insurance sectors, from Car to Pet, to Ireland and SME & Landlord markets. Alongside this, we gather consumer tracking data via our own research panel, Viewsbank.com.

By uniting these two powerful perspectives, pricing data to reveal market position and consumer insight to uncover behaviour, we give clients a 360-degree view of the landscape and what truly drives their customers.








The Underwriter & Broker Proposition

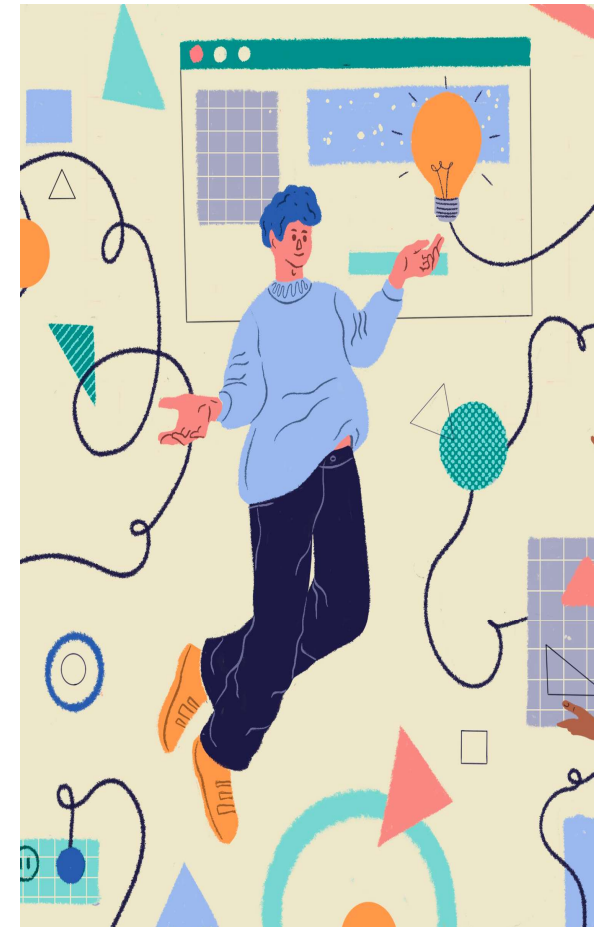
- ▶ The Motor & Home insurance markets continue to evolve at pace with shifting needs, aggressive competitors, and unpredictable pricing.
- ▶ Benchmark daily market price performance, spot competitive opportunities and drive smarter, faster decision-making with our powerful, interactive platform designed specifically for Underwriters and Brokers.

Overview

A powerful, web-based platform built in Microsoft Power BI, empowering underwriters and brokers to benchmark performance, uncover competitive opportunities, and act faster with daily, data-driven insight.

-  **Benchmark your performance:** Understand how your underwriting or broker panel compares to competitors, by brand, risk segment, and product.
-  **Find growth opportunities:** See where pricing shifts can win share and drive more business.
-  **Move faster than the market:** React to competitor activity with data refreshed daily.
-  **Enhance internal credibility:** Support strategic decisions with robust, trusted data insights.
-  **Power up negotiations:** Use data-backed insights to strengthen conversations with partners.

Benchmark Smarter. Compete Harder. Grow Faster.

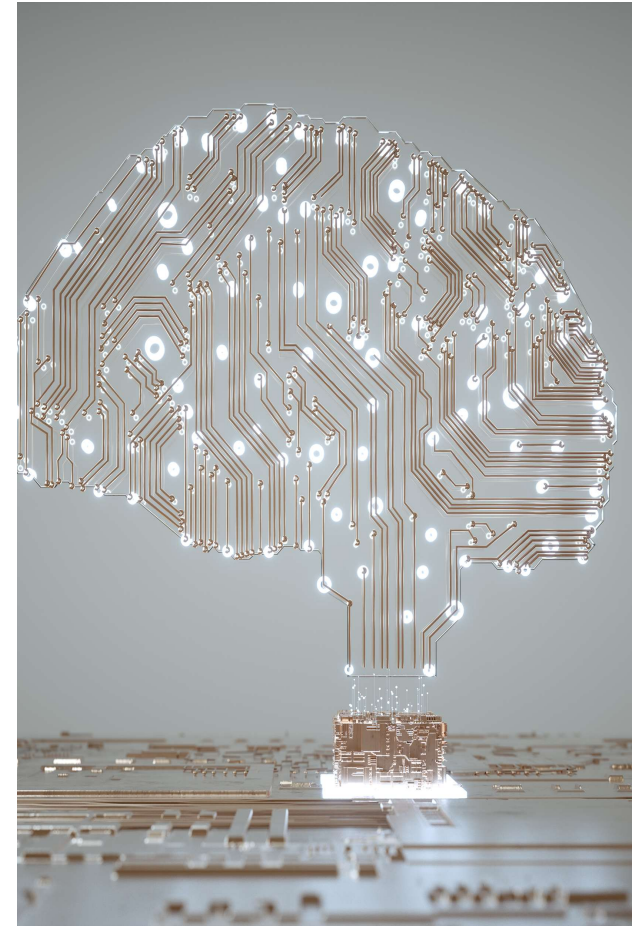


Approach





We identify the winning underwriter for every risk daily using the MSM pricing data-set, transforming it into a powerful web-based tool that drives commercial performance.

- **Broker Headlines:** Snapshot of a broker's panel performance vs. market leaders.
- **Broker Price Rises / Cuts:** Identify where to adjust pricing through underwriter insights.
- **Underwriter Headlines:** High-level view of how a u/w performs via broker distribution.
- **Underwriter Price Rises / Cuts:** Spot pricing levers through broker performance context.
- **% Best Price:** Analyse how often an underwriter delivers the most competitive price.
- **Optimal Panel:** Understand which brokers deliver the best value for a panel setup.
- **Broker Panel Performance:** Full metrics export by underwriter and segment.
- **Underwriter Panel Performance:** Detailed data export by broker and segment.

Turn daily pricing data into underwriting advantage



Deliverables

-  On-line Power BI portal access updated daily with interactive dashboards tailored to underwriters and brokers.
-  Raw Data access.
-  Full training tailored to your business with a dedicated account management help you maximise value.
-  Option to add tailored reporting.





Ready to see what others can't?

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