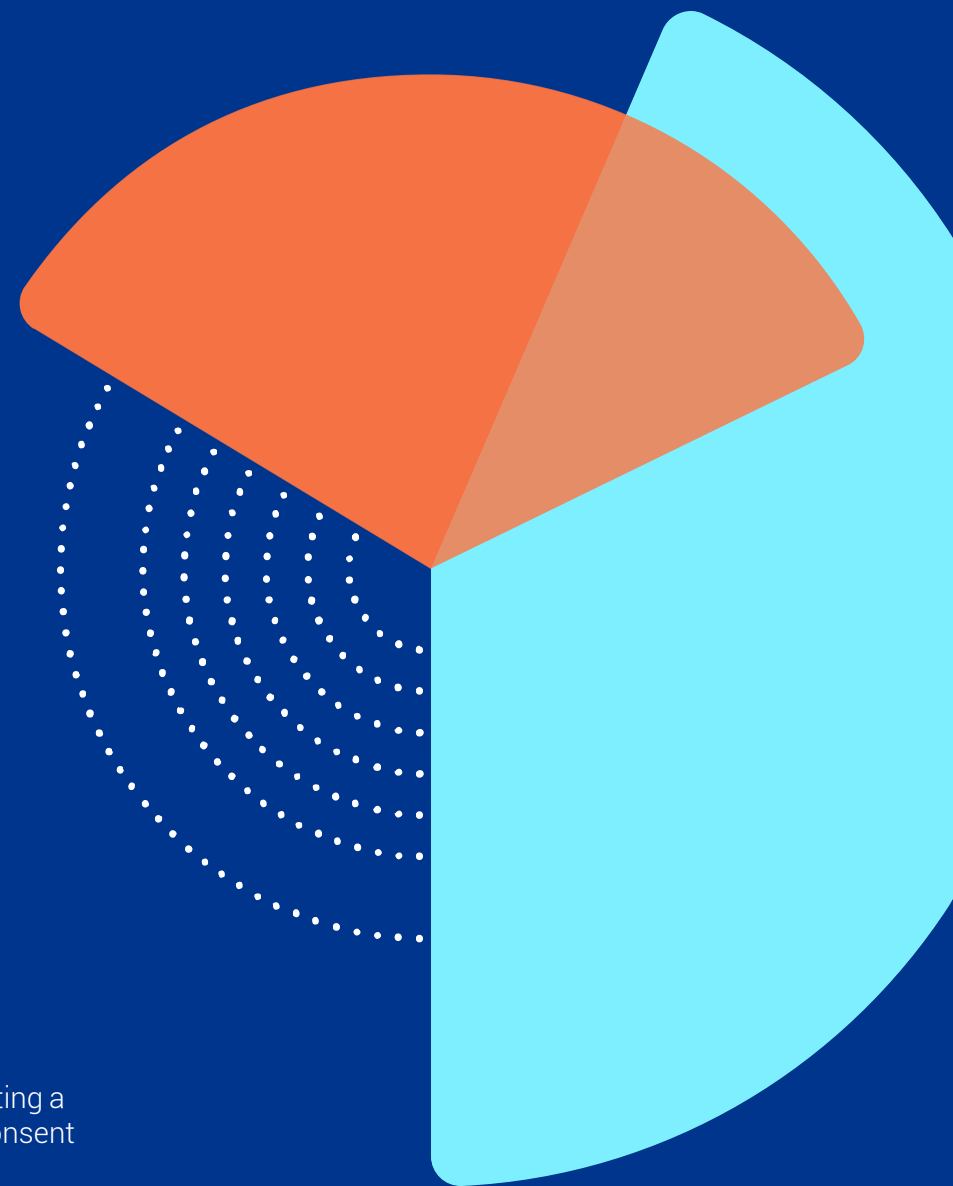




# New Tools to Keep Customers From Wandering Away

**AIR National Conference 2026**

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# The Premise

Customers with seemingly identical risk profiles **behave very differently**, and those behaviors are highly **predictive of retention**.



## Traditional Variables

*Who the customer is*



## Policy Behavior

*What the customer is going through*



## Key Signals to Watch

*Midterm changes & timing*

*If you can recognize the warning signs early,  
you can act before the customer shops.*

# Why This Matters Now



## The hard market changed behavior

- Traditional signals are losing predictive power
- Shopping windows have condensed



## You can finally see behavior across the full customer lifecycle

- Industry-wide time series policy data
- Visibility into endorsements, coverage changes, and life events



## Agentic AI enables scalable action

- Automates detection of early churn signals as they happen
- Helps trigger timely, personalized interventions across lifecycle

# How We Studied This

## A behavioral view of policyholders across the industry

1

### Our dataset

- Representative sample of policies sourced from across the industry
- Multi-year transaction history ranging from 2024-2025
- Full policy lifecycle visibility

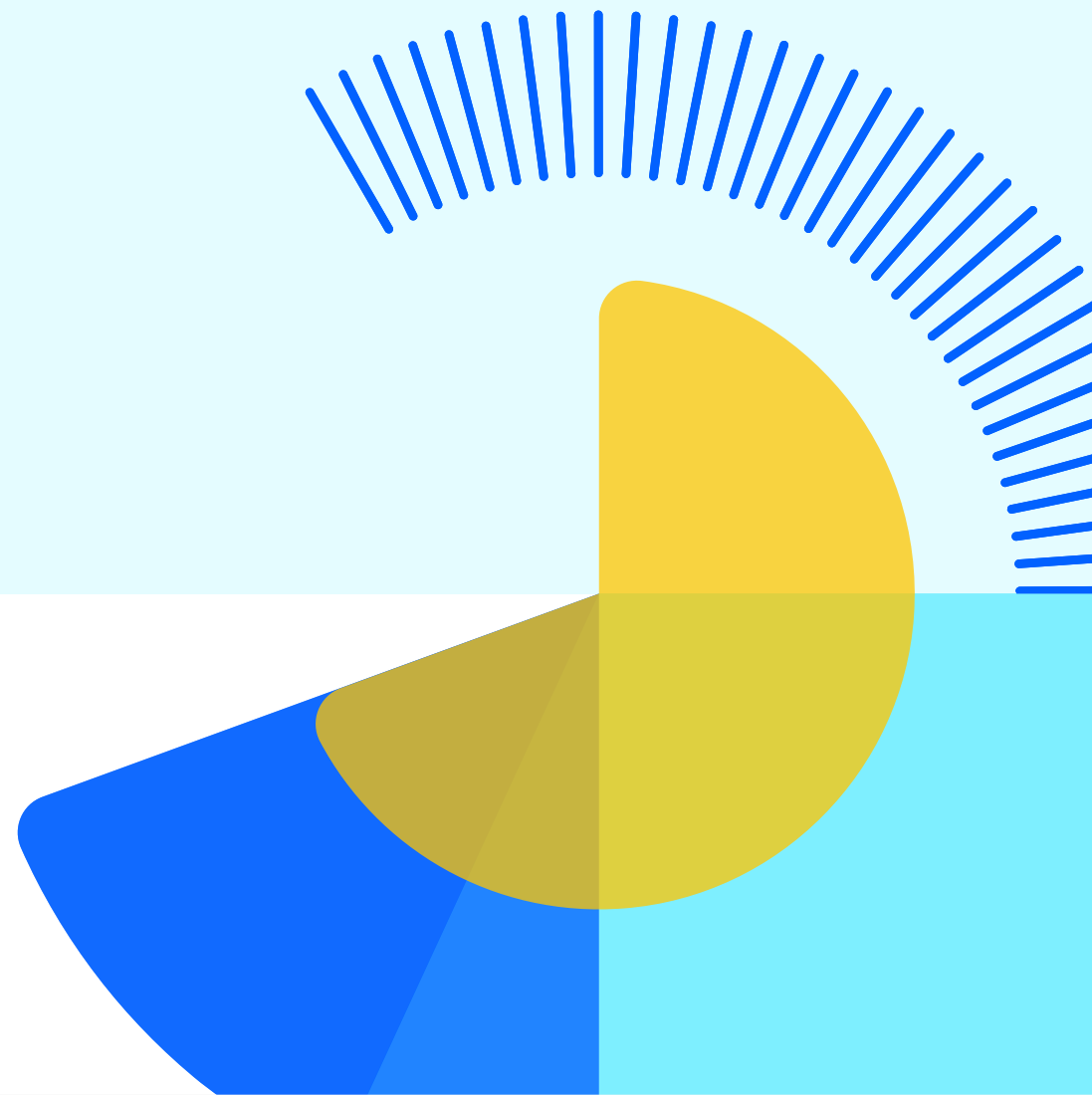
2

### What we observed

- Endorsement activity (*adds, removes, timing*)
- Coverage changes (*limits, deductibles*)
- Life events (*moves, household changes*)
- Renewal outcomes (*retained vs. churned*)
- Others

# “Same Risk,” Different Behavior.

How small differences in policy behavior can lead to very different retention outcomes



# “Same Risk.” Different Behavior.

## Vehicle Changes

<b>Identical Risk Profile</b>	Tenure:	5 years
	BI Limits:	100/300
	Policy Type:	Full Coverage
	Claims:	None

One key difference: policy behavior

### Customer A

- Swapped one vehicle for another

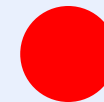
**No net change**



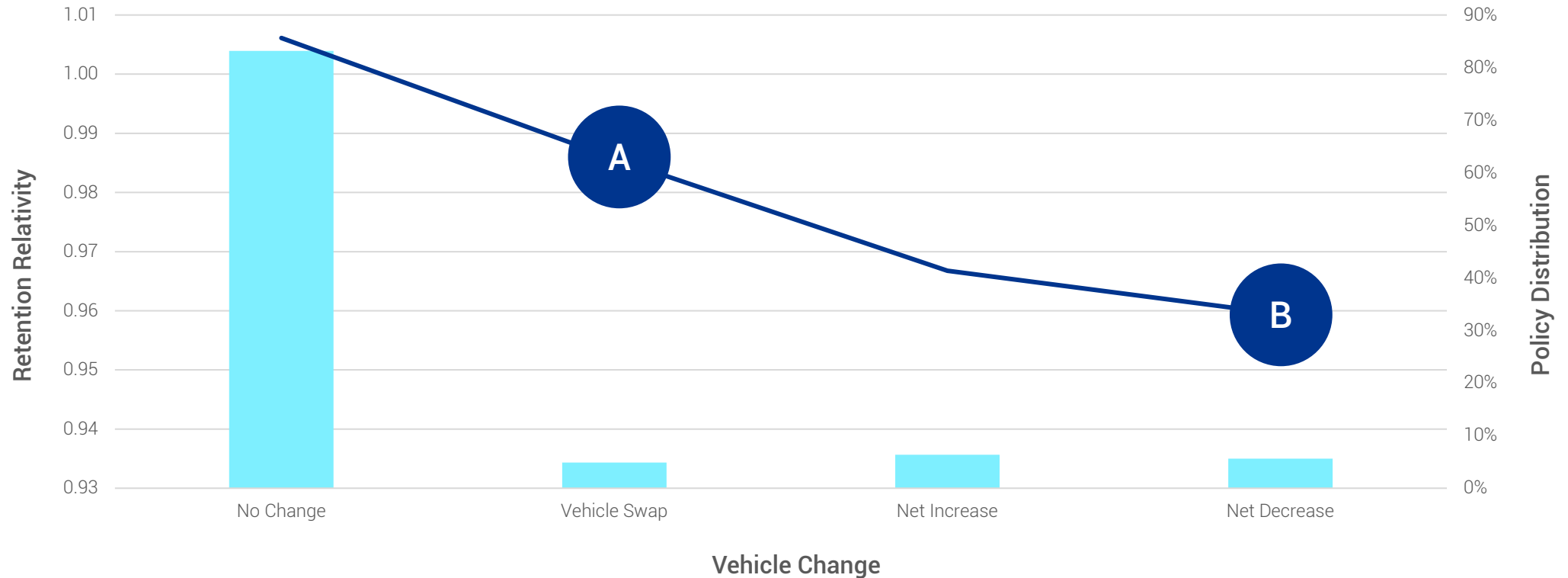
### Customer B

- Removed a vehicle

**Net decrease**



# Net Vehicle Changes Is a Better Predictor of Retention Than Vehicle Swaps



Source: Verisk's Coverage Verifier database (2024–2025) where research permission was granted

# "Same Risk." Different Behavior.

## Address Changes

<b>Identical Risk Profile</b>	Tenure:	2 years
	BI Limits:	50/100
	Policy Type:	Full Coverage + Homeowners
	Claims:	None

One key difference: policy behavior

### Customer A

- Remained at the same address

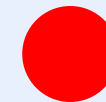
**Kept same address**



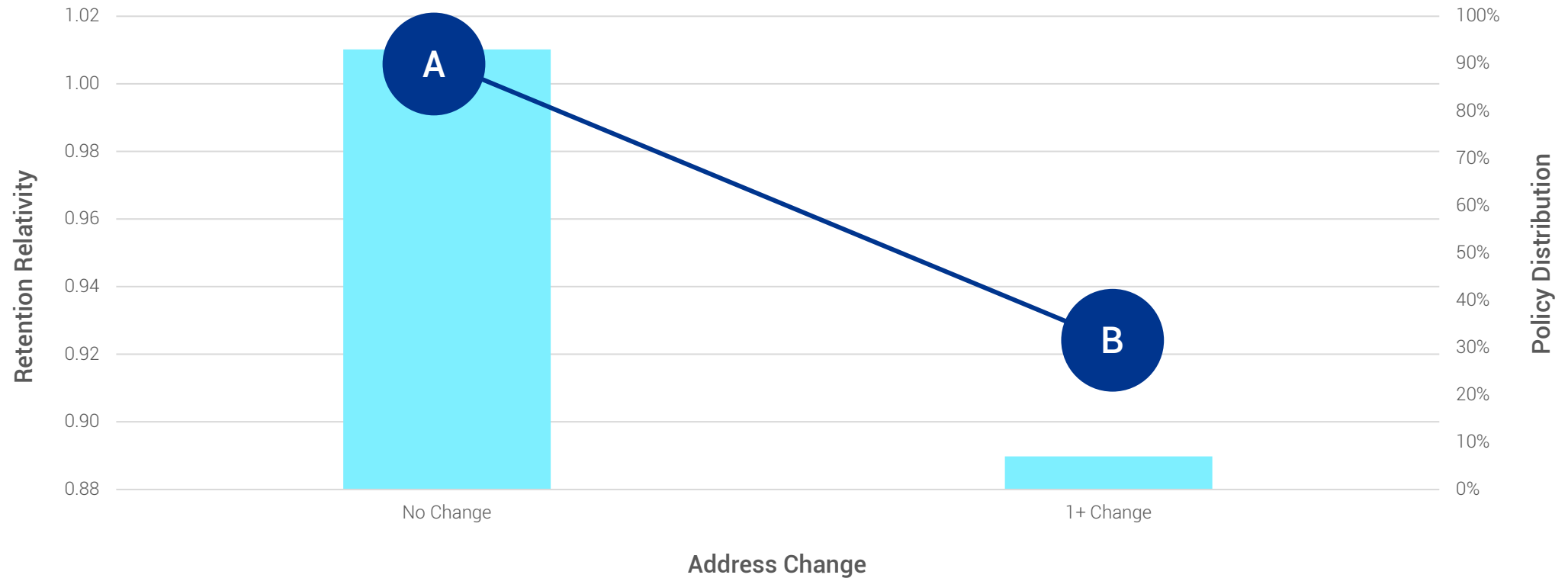
### Customer B

- Updated garaging address

**Moved**



# Moving Leads to Shopping



Source: Verisk's Coverage Verifier database (2024–2025) where research permission was granted

# "Same Risk." Different Behavior.

## Coverage Changes

<b>Identical Risk Profile</b>	Tenure:	10 years
	BI Limits:	250/500
	Policy Type:	Full Coverage + Umbrella
	Claims:	None

One key difference: policy behavior

### Customer A

- Increased physical damage deductible

**Deductible increase**



### Customer B

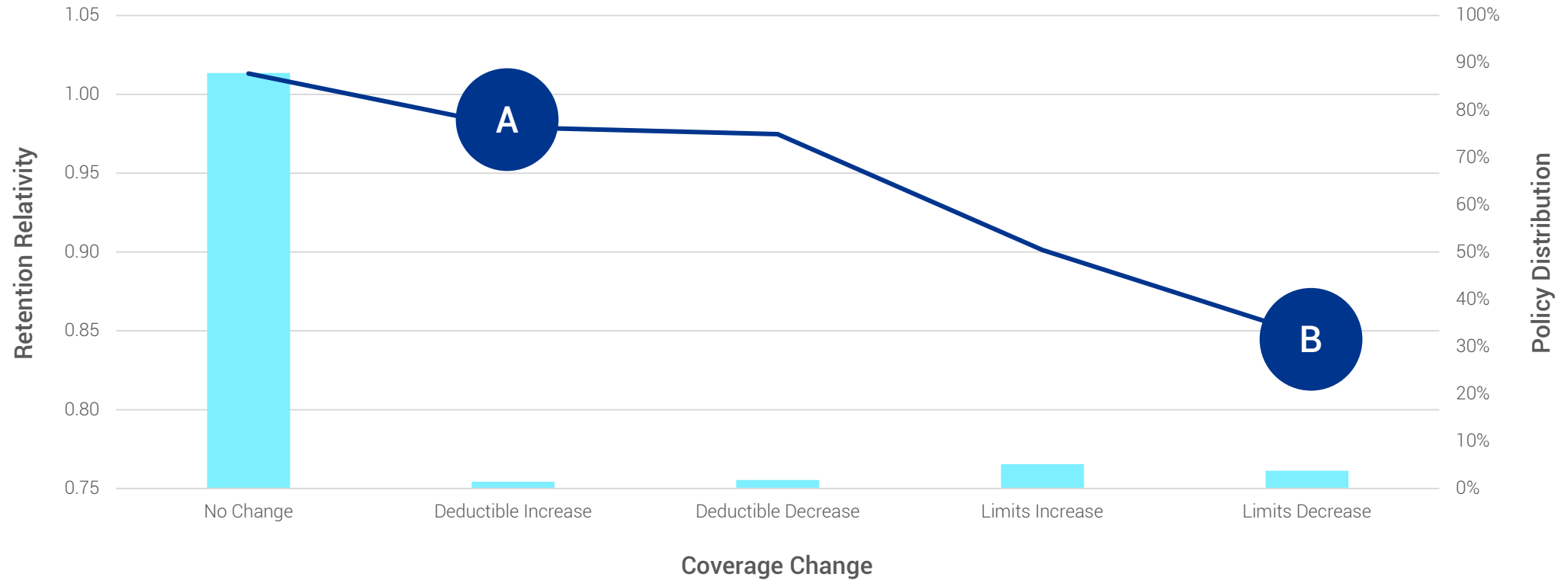
- Decreased liability limits

**Limit decrease**



Source: Verisk's Coverage Verifier database (2024–2025) where research permission was granted

# Limit Changes Indicate Churn More Than Deductible Changes



Source: Verisk's Coverage Verifier database (2024–2025) where research permission was granted

# “Same Risk.” Different Behavior.

## Timing

<b>Identical Risk Profile</b>	Tenure:	1 year
	BI Limits:	25/50
	Policy Type:	Liability Only
	Claims:	None

One key difference: policy behavior

### Customer A

- Processed a change early in the policy term

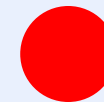
Early-Term



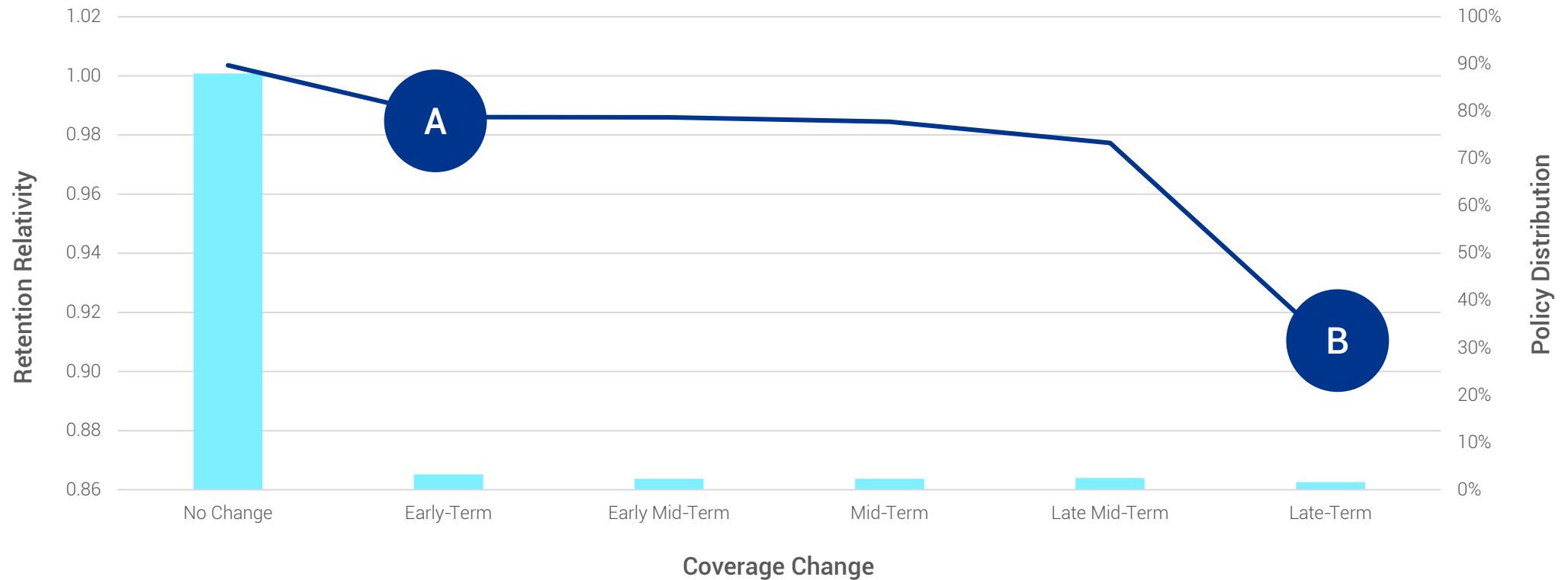
### Customer B

- Processed a change late in the policy term

Late-Term



# Late-Term Policy Changes Signal Price Maneuvering



Source: Verisk's Coverage Verifier database (2024–2025) where research permission was granted

# "Same Risk." Different Behavior.

## Combining Signals

<b>Identical Risk Profile</b>	Tenure:	3 years
	BI Limits:	50/100
	Policy Type:	Full Coverage
	Claims:	1 minor PD claim

One key difference: policy behavior

### Customer A

- Increased physical damage deductible early in the policy term

**Early-term deductible increase**



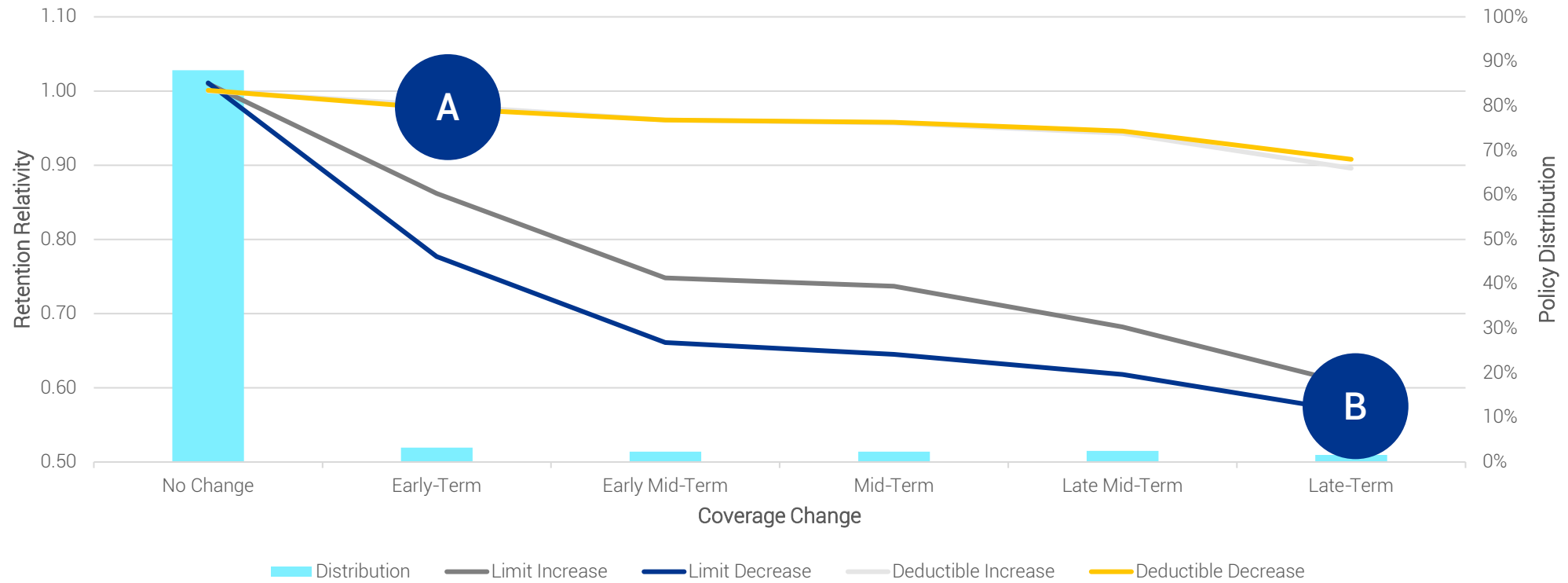
### Customer B

- Decreased liability limits late in the policy term

**Late-term limit decrease**



# The Clearest Sign of Shopping: Limit Changes Just Before Renewal



Source: Verisk's Coverage Verifier database (2024–2025) where research permission was granted

# What these behaviors tell us



## Not all changes are equal

- Some changes are neutral (e.g. swaps)
- Others signal disengagement (e.g. removals, limit decreases)



## Timing amplifies risk

- Late-term changes are significantly more predictive
- Signals become stronger closer to renewal



## Signals compound

- One signal can be noise
- Multiple signals shows clear intent

*Customers often “telegraph” churn intent well before a renewal decision is made*

# The Opportunity

1

## What we've been missing

- Static view of the customer
- Limited visibility into behavior
- Reactive retention strategies

2

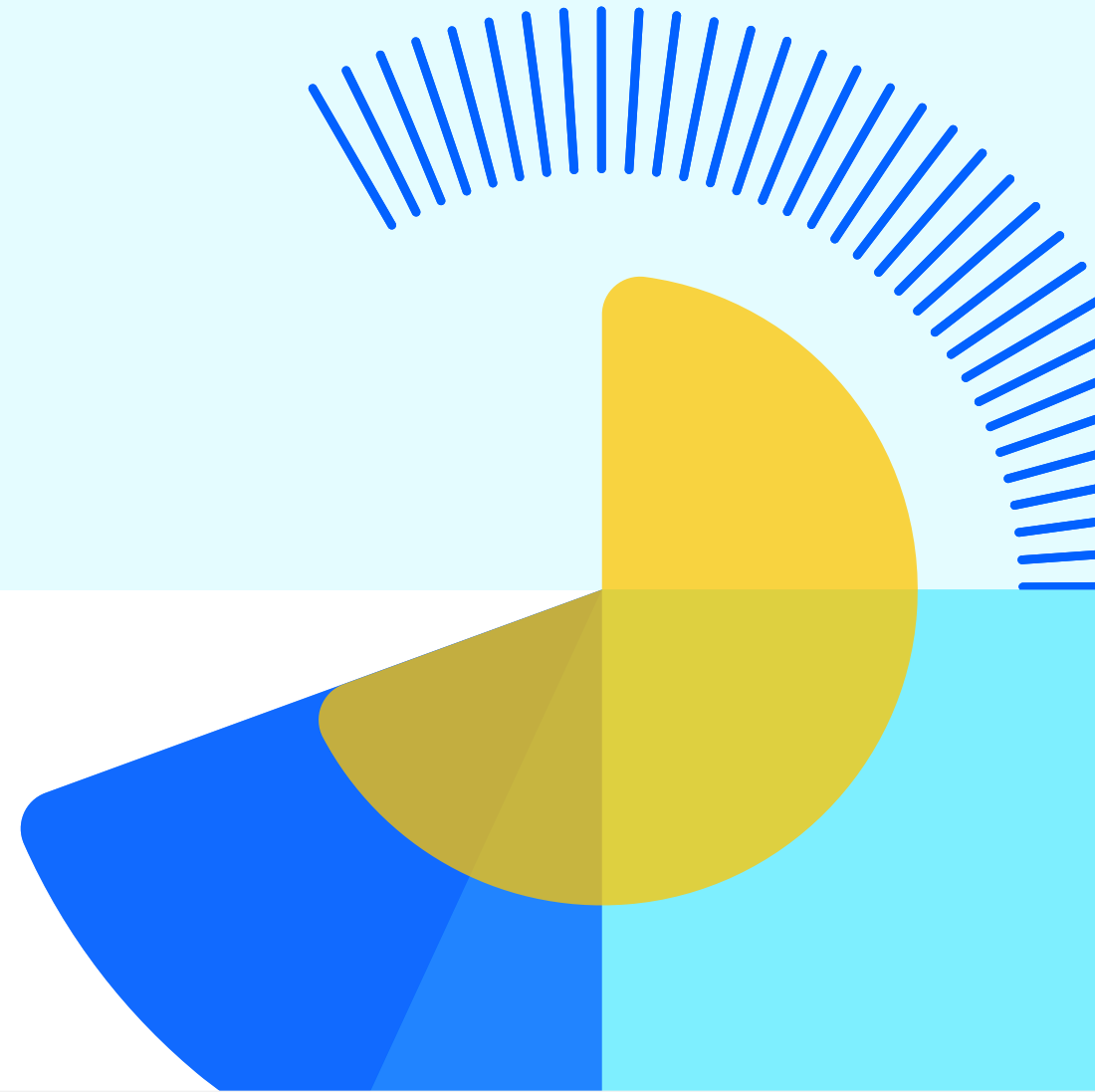
## What's possible now

- Continuous visibility into behavior
- Early detection of churn signals
- Proactive, targeted engagement

*The goal is not just to predict churn,  
it's to act before it happens.*

# Same Quote, Different Outlook.

How behavioral data can be used to better understand applicants at the point-of-quote



# From Retention Signals to Risk Selection

These same signals don't just help you retain customers, they better enable customer selection at point-of-quote.

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So what can you actually see at quote?

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### Timing

Recency & frequency of endorsements



### Direction

Coverage direction & trends



### History

Average prior tenure from all recorded policies

*Behavioral data allows you to attract the right customers at the right time.*

# Same Quote. Different Outlook.

<b>Traditional Profile</b>	Years with Prior Carrier:	5
	Prior BI Limits:	100/300
	Time Since Last Lapse:	N/A
	Prior Carrier Market Segment:	Preferred

One key difference: policy behavior

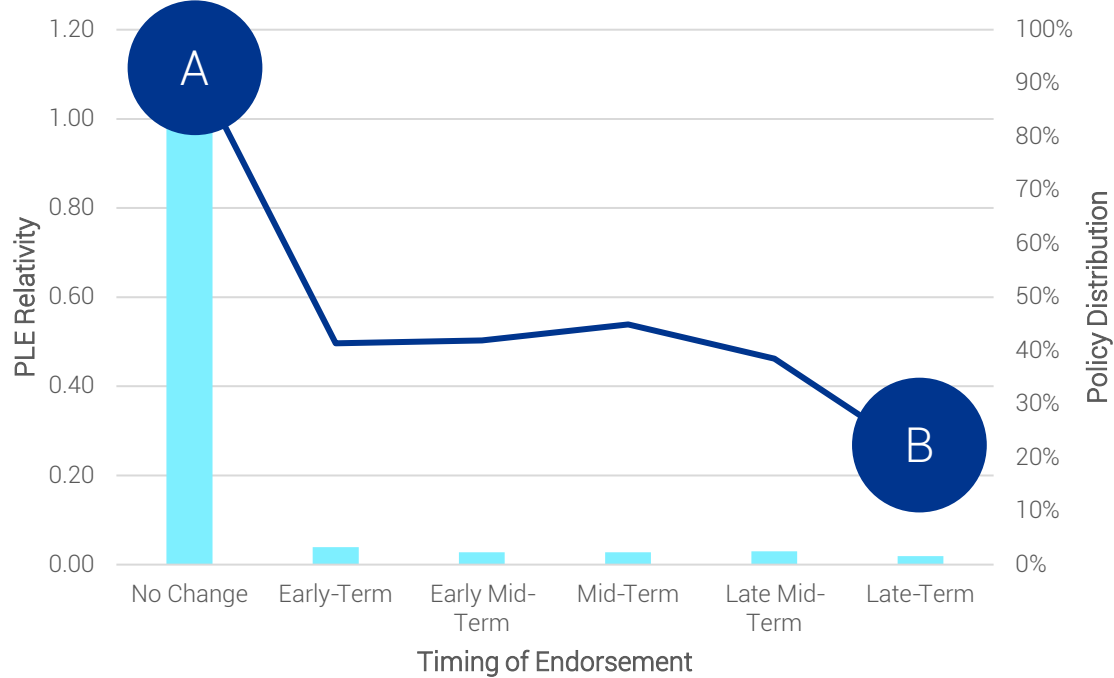
<b>Consumer A</b>	
Time Since Last Endorsement	1 Year
Endorsements in the Past Year	1
BI Limits Chosen Most Frequently Over History	100/300
Average Prior Tenure	5 Years
Cancellations/Reinstatements in the Past 5 Years	0

<b>Consumer B</b>	
Time Since Last Endorsement	7 Days
Endorsements in the Past Year	4
BI Limits Chosen Most Frequently Over History	25/50
Average Prior Tenure	2 Years
Cancellations/Reinstatements in the Past 5 Years	3

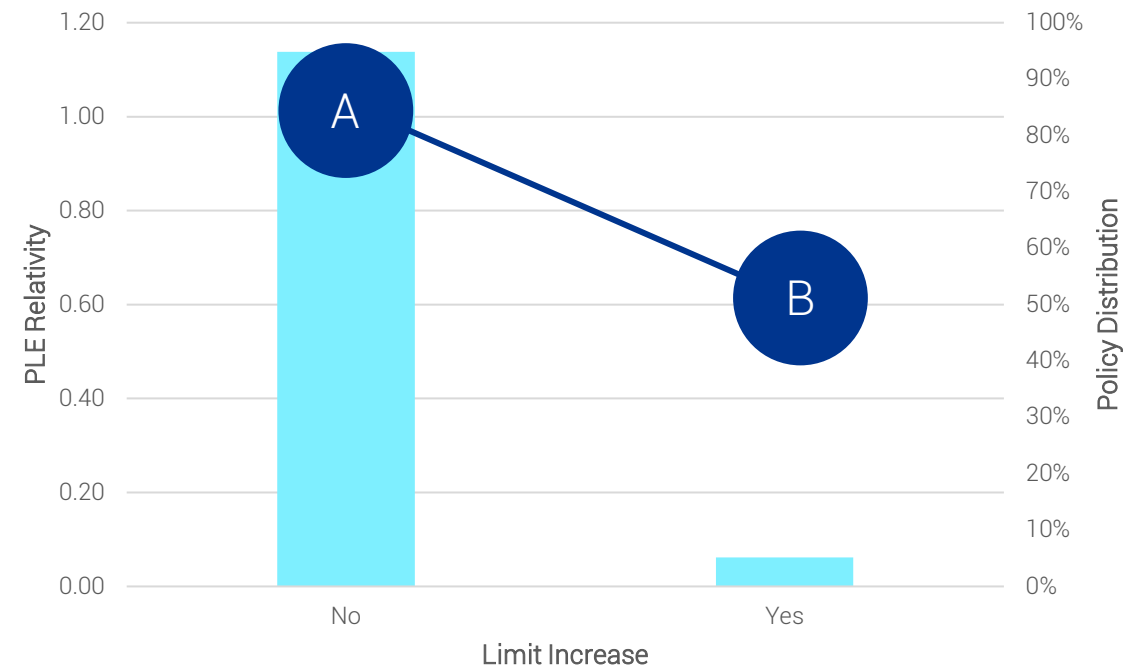
Source: Verisk's Coverage Verifier database (2024–2025) where research permission was granted

# “Same Profile.” Different Shopping Patterns.

## Object 1: Policy Life Expectancy by Recency of Endorsements



## Object 2: Policy Life Expectancy by Limit Increase



Source: Verisk's Coverage Verifier database (2024–2025) where research permission was granted

## What this can mean for carriers



### Behavior is often the missing layer

- Some changes are neutral (e.g. swaps)
- Behavioral signals show what they're going through



### The same signals apply across the policy lifecycle

- Midterm: identify churn risk
- Point-of-quote: identify lifetime value



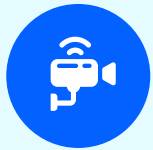
### Retention starts at risk selection

- The best way to improve risk retention is to write better business upfront

*You're not just segmenting risk, you're laying the foundation for **compounding retention improvements***

# Turning Insights Into Action

Recognizing the signals opens the door for a cohesive retention strategy.



Monitor early behavioral signals



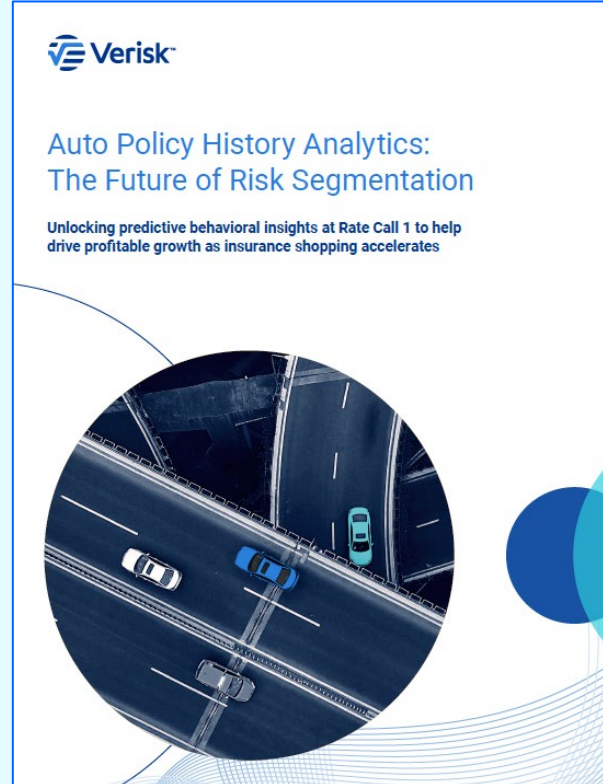
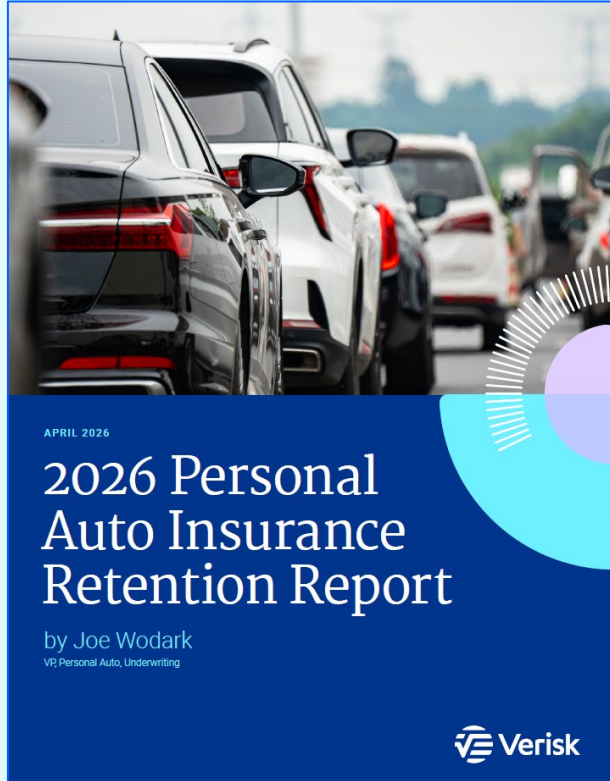
Prioritize high-impact triggers



Apply insights at both quote and renewal

*Seeing the signals early allows you to act on them when it matters most*

# Download Our Research and White Paper!



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