



### The Co-operators Group Limited

Headquarters  
Guelph, Ontario

Operations  
Canada

Business Lines  
Personal Commercial

Employees  
5,350

Website  
[www.cooperators.ca](http://www.cooperators.ca)

Product(s)  
Guidewire InsuranceSuite  
Guidewire CustomerEngage

### Benefits

- Embedded predictive guidance for advisors and underwriters
- Accelerated solution delivery
- Improved IT productivity
- Easy to use, maintain, and upgrade with PolicyCenter and ClaimCenter

# The Co-operators Improves Underwriting Outcomes

## > Insurer leverages Guidewire's Embedded Analytics Framework for risk assessment

The Co-operators Group Ltd is a leading Canadian multi-line insurance and financial services co-operative with \$41.7 billion in assets under management. The Co-operators provides solutions for P&C insurance, life insurance, institutional asset management and brokerage operations. The Co-operators is supported by 5,350 employees and a dedicated financial advisor network with 2,753 licensed insurance representatives throughout Canada. The Co-operators also serves 252 credit unions with more than 5.7 million members.

### Analytics to Improve Business Decisions

A long time Guidewire customer, **Guidewire InsuranceSuite** and **Guidewire CustomerEngage** has helped The Co-operators to enhance customer service, make better underwriting, rating, and pricing decisions, and make rapid product changes.

The Co-operators has been on a journey to build very detailed analytics functionalities for all Guidewire data. The Co-operators has consolidated data assets across claims, products, actuarial, and underwriting areas for reporting and business intelligence. The Co-operators has built numerous metrics and dashboards along with self-service for business users.

In addition, The Co-operators is also leveraging advanced analytics capabilities for better decisions. This not only includes real-time context-sensitive advice for clients, agents, and claims reps but also predictive modeling to provide recommendations and trigger actions in core processes.



Navigate what's next.

The Co-operators journey with **Guidewire Predict**\* began in Summer of 2018. The Co-operators needed a platform to build predictive models and integrate real-time modeling results into **Guidewire PolicyCenter** and **ClaimCenter**.

### Timing is Everything

At the time when The Co-operators licensed Predict, the PolicyCenter project team had just finished modifying some screens to fit the business needs and the BI team had built some predictive models using the SAS Platform. Therefore, the teams decided to use Guidewire's Embedded Analytics Framework to operationalize the model results in PolicyCenter to improve underwriting outcomes. The framework can call a REST API service endpoint deployed within any third-party modeling software and bring back the results in real-time within PolicyCenter and ClaimCenter. The initial predictive models deployed include:

- **Commercial Risk Assessment Model** predicts the desirability of a commercial risk within the risk appetite. Should we underwrite this risk?
- **Digital Quoting Model** performs risk assessment of digital quotes.
- **Risk Sharing Pool Model** for the provinces of Alberta and Ontario, determines whether a vehicle should be ceded to the Facility Association Market or remain with with Co-operators.

Model recommendations trigger business rules to create underwriting issues, exceptions, or inform next best action.

### Predict Improves Underwriting Outcomes

The Co-operators was able to rapidly integrate the models and went into production in a matter of months. **"The integration process was very smooth as it is based on a services framework and we were able to establish a repeatable messaging pattern with our BI partners"**, says Cameron Cruickshank, Solution Designer at The Co-operators.

**"The embedded analytics framework is easy to use and abstracts all the details between PolicyCenter and the SAS models. Without the framework we would have to translate the models into GOSU code"**, says Mike Curchin, AVP Solution Design at The Co-operators.

**"The embedded analytics framework has improved collaboration, IT productivity, and has accelerated solution delivery resulting in faster decisions and better underwriting outcomes."**

**—James Harrington, AVP IT Solution Delivery, The Co-operators**

\* Formerly Guidewire Predictive Analytics



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## The Co-operators Improves Underwriting Outcomes

**“Without the integration the onus for risk assessment would have been on the advisor’s knowledge and we would not have been able to identify gaps in the process.”**

Currently, the integration is at the data level with all the logic embedded in the model. Front end advisors do not see the predictive risk factors, the assessment, and the scores. In future, the policy screens will be updated for the underwriter to view all the model details.

The Co-operators is also looking into building and deploying predictive models with ClaimCenter. Accident Benefits Reserving and Bodily Injury models are planned in the near future.

Guidewire is the platform P&C insurers trust to engage, innovate, and grow efficiently. We combine digital, core, analytics, and AI to deliver our platform as a cloud service. More than 450 insurers, from new ventures to the largest and most complex in the world, run on Guidewire. For more information, contact us at [info@guidewire.com](mailto:info@guidewire.com).