

esure's Partnership with HERE Technologies

An innovative collaboration enabling richer data-driven Motor insurance pricing

Introduction

esure, a leading UK-based provider of car and home insurance, has embarked on a partnership with HERE Technologies, a pioneer in mapping and location technology. This collaboration is designed to harness the power of dynamic map content and high-quality traffic data, enabling esure to improve the accuracy of its pricing models and react quickly to emerging trends.

Background

esure completed migration to a new 100% cloud-native full stack tech platform in Q1 2024, a key moment in the company's journey to become the UK's leading digital insurer. This tech platform gives esure the ability to ingest and quickly process billions of datapoints. The company is committed to offering innovative and customer-centric insurance solutions that cater to the evolving needs of their customers. By leveraging advanced technologies and data-driven insights, esure aims to streamline insurance processes, enhance risk assessment, and provide superior customer experiences.

Objectives of the Partnership

The partnership between esure and HERE was established with several key objectives in mind:

- **Richer traffic data & insight:** By utilising dynamic map content and ingesting huge quantities of high-quality traffic data from HERE, esure aimed to gain a deeper understanding of how traffic patterns evolve.
- **More comprehensive scoring models:** Leveraging the rich telematics data provided by HERE, esure sought to develop more comprehensive and accurate geographic scoring models for risk assessment and pricing.
- **Improved prediction of emerging claim trends:** The partnership aims to enable esure to produce more accurate estimations of emerging claims trends, allowing the company to better anticipate and mitigate potential risks.
- **Seamless integration with esure platform:** esure planned to seamlessly integrate HERE Technologies' data into its new cloud-native full stack platform, enhancing operational efficiency and data accessibility.

"esure's commitment to innovation with location data not only streamlines risk assessment and pricing - but it establishes spatial intelligence as a critical element in their workflow and processes."

Graham Wallace, Director of Product Marketing, HERE Technologies



Benefits of the Partnership

The collaboration between esure and HERE has already yielded a multitude of benefits:

- **Improved traffic insights**

By leveraging HERE's dynamic map content and ingesting billions of high-quality traffic datapoints, esure has gained invaluable insights into traffic patterns and trends. This enhanced understanding allows esure to identify areas with higher traffic congestion, assess the impact of road infrastructure changes, and better anticipate and mitigate future inflationary trends.

- **Comprehensive scoring models**

The integration of HERE Traffic Analytics Speed Data enabled esure to develop comprehensive geographic scoring models that consider a wide range of variables, including traffic density and speed data at a highly granular level. These scores provide a more holistic view of geographic risk, allowing esure to tailor motor insurance premiums more precisely. This data-driven approach not only enhances pricing accuracy but also promotes fairness for customers.

- **Predictive capabilities**

One of the standout benefits of the partnership is esure's enhanced ability to more accurately estimate emerging claims trends. By leveraging the capability of its new tech platform, analysing historical data and identifying patterns, esure can review emerging traffic trends and anticipate potential risks. This predictive capability empowers esure to proactively adjust its risk mitigation strategies and optimise its underwriting processes. The result is a more agile and responsive approach to managing risk, ultimately benefiting both the company and its customers.

- **Seamless integration**

A key factor that makes this partnership particularly interesting is the speed and efficiency with which esure has integrated HERE data into its new cloud-native full stack platform. This seamless integration has streamlined data access and analysis, enabling esure's teams to make data-driven decisions at a high cadence. The cloud-native platform also enhances scalability and flexibility, allowing esure to ingest significant volumes of highly granular data and produce actionable insights quickly and efficiently.

"Ever since Covid we have known people's driving habits have changed, and continue to change, but we have struggled to find granular enough data to reflect this into our customer level pricing. HERE's high-quality traffic and road data has solved this problem for us, and by integrating it into our pricing models we have both enhanced their accuracy and made them more responsive to ever changing traffic conditions. This new data helps us to ensure we continue to deliver the best value products possible to our customers, and exemplifies our commitment to innovation and data-driven decision-making."

Andy Cooper, Pricing Director, esure

Conclusion

The partnership between esure and HERE represents a further key milestone in the evolution of esure towards becoming the UK's leading digital insurer. By harnessing the power of dynamic map content and high-quality traffic data, esure has gained a deeper understanding of traffic patterns, developed comprehensive scoring models, and enhanced its predictive capabilities. The seamless integration of HERE's data into esure's new cloud-native platform has further streamlined operations and enabled richer data-driven decision-making.

This collaboration exemplifies the potential of leveraging advanced technologies and data-driven insights to transform traditional industries. As esure continues its mission to **'Fix Insurance for Good'**, the partnership with HERE serves as a testament to the company's commitment to innovation, data-driven decision making, and customer-centricity.

"The future of insurance is undeniably data-driven. Enabled by our new digital platform, our proactive approach positions us at the forefront of this transformation."

Peter Martin-Simon, Chief Commercial Officer, esure