# IBM Weather Alerts for Insurance

Helps marketers and agents build stronger relationships with policy holders by warning them of impending weather perils enabling them to take action to avoid property damage

Easy to use

- Cloud-based service with no hardware to buy, no software to install or maintain

- Configure service and upload data in simple, easy to use web interface

- Get started fast

Benefits

- Improve customer retention: provides an opportunity for a meaningful policy holder touchpoint.

  - 5 annual touchpoints like this can increase customer retention by five percentage points (83%→88%)

- Reduce claims:

  - 52% of clients who get alerts take action

  - Hail damage claims alone average $3200
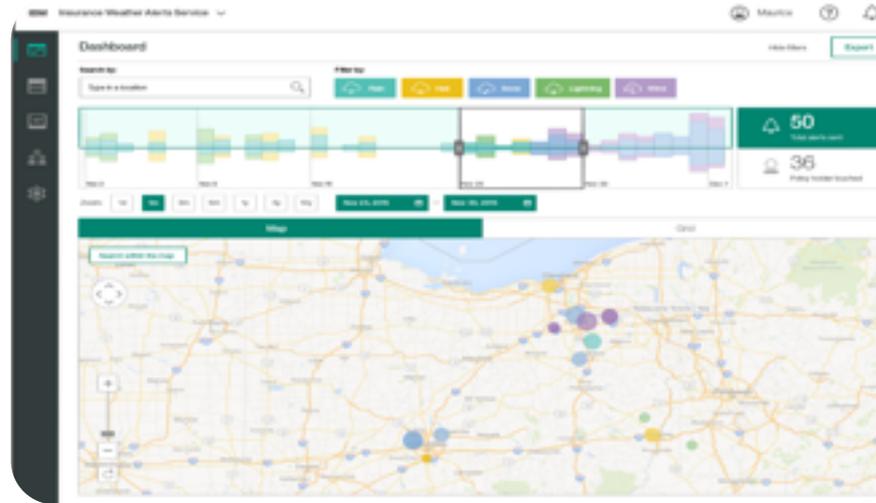
Interactive dashboard showing policyholder alerts across timelines and locations

Key questions

- What would be the impact on client retention if your agents could have six more meaningful touchpoints with policy owners per year with no additional effort?

- If you had an automated way to help clients avoid losses and cut the costs of policies by up to 5%, what would that mean to your business?

Powered by the best data

- The Weather Company's premium, high-precision data

- Precision down to 500 square meters

- 2.2 billion global forecast locations generating 15 - 26 billion daily forecasts

- Updates on 15 minute intervals

- Other weather data is low precision, covers broad areas, and is updated infrequently which could backfire with false positives that tarnish client relationships

Pricing

- One time setup fee based on Policy Holder Count

- Recurring monthly SaaS based on registered locations

The Weather Company
An IBM Business