

CASE STUDY: CHURCH MUTUAL INSURANCE COMPANY

Church Mutual needed to pinpoint prospective customers geographically so its sales representatives could optimize the efficiency of their sales routes, and to improve customer service for existing policy holders in the wake of natural disasters.



“It is evident that there is a significant benefit in using Location Intelligence tools in the insurance sector, and we look forward to continued growth with MapInfo technology.”

Christopher A. Graham, Chief Information Officer, Church Mutual Insurance

CHALLENGE

Church Mutual needed a way to geographically plot the locations of houses of worship using street address information from public records in order to identify areas of market potential and to efficiently route their sales resources to capture the potential. Church Mutual also wanted to be able to improve service to existing customers by being able to respond more quickly in the face of natural disasters such as hurricanes and tornadoes.

SOLUTION

Church Mutual uses MapInfo® Professional® and StreetPro® to geographically pinpoint any house of worship on public record so sales representatives know the exact location of these prospects and can more efficiently plan their activities, helping the insurer generate new clients and revenue. Church Mutual also uses its MapInfo Location Intelligence solution to proactively mobilize its claims personnel in regions impacted, or likely to be impacted, by natural disasters.

Summary

Company

Church Mutual is a Wisconsin-based company that specializes in insurance for religious institutions. The company boasts more than 94,000 religious institutions of all denominations and roughly 10,000 homeowners/tenants (mostly clergy), totaling \$500 million in written premiums. Church Mutual markets a broad array of commercial coverage including property, liability, auto and workers' compensation, all specifically tailored to this market.

Challenge

Church Mutual needed to find a better way to identify new business prospects, especially in rural locations—to visualize the larger universe of potential customers and determine the most efficient routes for its sales representatives to use to contact them.

Additionally, Church Mutual was looking for a means to improve customer service to institutions that have either experienced damage due to a natural disaster, or, based on their geographic locale, are more prone to potential damage.

Result

In the past three years, Church Mutual has increased its writings by 80 percent, and its adoption of mapping and Location Intelligence technology has played a significant role in this growth—providing ways to seek out new business opportunities.

Prior to incorporating MapInfo® technology, finding and contacting new business prospects was a matter of collecting street addresses from known houses of worship. If a church was located any significant distance from a major interstate, it was more difficult for the insurer's agents to plan their activities around these remote locations. MapInfo changed all that. Using Location Intelligence, Church Mutual is able to geographically pinpoint any house of worship on public record. Armed with specific addresses, Church Mutual sales representatives now know the exact location of all out-of-the-way institutions and can more efficiently plan their activities, helping the insurer generate new clients and subsequent revenue.

THE MAPINFO ADVANTAGE



Over 80% of insurance data has a location component. MapInfo Location Intelligence provides insurance business users with an easy way to visualize and analyze this data in order to gain actionable insights into their customers and markets.

Armed with MapInfo® Professional® and StreetPro®, Church Mutual is able to identify new areas of market potential and to capture that potential through better sales force routing.

Church Mutual is also able to maintain high levels of customer service by using its Location Intelligence solution to proactively identify the customers that are most likely to be affected, or have been affected, by natural disasters so they can optimize the efficiency of their claims management resources.

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Christopher A. Graham, Chief Information Officer, Church Mutual Insurance

MapInfo® also helped Church Mutual improve customer service to institutions that have either experienced damage due to a natural disaster, or, based on their geographic locale, are more prone to potential damage. For example, in 2004 four hurricanes slammed into Florida, devastating communities. Using MapInfo’s solutions, Church Mutual was able to analyze the track and damage path of the hurricanes on a template that quickly identified religious institutions in the affected area. This allowed the company to proactively contact these establishments to find out if they had been damaged and needed to file a claim. Church Mutual also used a similar technique to contact damaged institutions after the record outbreak of tornadoes in Oklahoma in 1999.

In addition, Church Mutual uses MapInfo Location Intelligence technology in a preemptive manner. As a hurricane approaches, the company tracks the projected path of the storm and then determines where the most damage will be, allowing it to plan accordingly. The same scenario applies to institutions in a “tornado alley” which may be more likely to sustain damage by severe weather.

Executives at Church Mutual laud MapInfo for providing them with an exceptionally useful piece of technology as well as enabling new business capabilities for the insurer. “We are thrilled with what MapInfo has allowed our company to achieve,” said Chief Information Officer Christopher A. Graham. “It is evident that there is a significant benefit in using Location Intelligence tools in the insurance sector, and we look forward to continued growth with MapInfo technology.”

FOR MORE INFORMATION ON MAPINFO LOCATION INTELLIGENCE SOLUTIONS, CONTACT 1.800.327.8627.