

Stop Churn Before It Starts

Predict which policyholders will shop competitors and intervene precisely

Retention efforts are generic and poor targeting loses an average of 15% of customers annually at renewal – wasting discount budget on loyal customers while missing those shopping competitors. Policy, billing, claims, and interaction data sit in silos, preventing a 360 customer view.

What's holding you back

- Siloed data models prevent 360 view
- No actionability – score but no campaigns
- Ignoring payment behavior
- Generic campaigns waste 60% of budget
- Don't know which customers shopping

What success looks like

- › Retention increases 2-4 points
- › Discount spend decreases
- › Campaign ROI increases 300%
- › Targeted interventions before shopping
- › Lifetime value data clear

How evolv helps



Unifies policy, billing, claims, and interaction data creating complete customer view



Builds explainable churn models with daily refresh and propensity scoring



Integrates with CRM enabling targeted, automated retention campaigns

Why evolv?

- **Churn prediction** expertise for insurance
- **Proven frameworks** increasing retention and ROI
- **Transparent** models marketing teams trust
- **Experience** integrating policy, billing, and interaction data