

Weather Operations Center for Insurance

The challenge

Weather incidents cause more than half of all insurance claims. And as climate change continues, extreme weather events will only become more frequent. Most insurance companies assume the risk to property from weather to be static, but it is no longer cost effective to rely on strictly historical weather data to calculate premiums. As weather becomes more unpredictable, only companies that apply weather forecasts into their process will be resilient. Insurers must look to the future to protect customers from unexpected events. And as customers demand a more rich, customized experience from their insurers, companies must consider how to protect their customers in a more individualized fashion using hyperlocal weather data.

In the competitive insurance industry, timely weather alerts can serve as unexpected, “wow-factor” touchpoints that can help you gain a competitive edge. Five or more meaningful touchpoints each year can increase retention by 5%. And, if you can increase retention by just 5%, you can increase profits from 25% to 95%. With personalized, accurate weather alerts, The Weather Company, an IBM Business, offers a new way to deliver 10+ valuable touchpoints a year – driving engagement, loyalty, and retention.



Prevent and lessen claims by proactively protecting policyholders

You can't keep bad weather events from striking, but with solutions from The Weather Operations Center, now you can strike first – and save millions.

The Weather Operations Center is a suite of applications that provides a single view of the disruptive weather factors that may impact your policyholders. With the Weather Operations Center, you can mitigate weather-related losses while leveraging our solutions to raise policyholder confidence and help them take action.

- **Data API access** to the world's leading source of weather data puts historical and current weather data at your fingertips for analysis and model operations
- **Geospatial analytics** from the PAIRS Geoscope platform let you curate and scale your data sets along with 6 petabytes of existing data to drive your analysis

- **The Operations Dashboard** allows customized displays and monitoring by asset so you can visualize and operationalize analytic models or weather perils to keep your workforce safe
- **Using the Alerts console**, notify your users to the presence of a peril, or indicate a threshold exceedance immediately to drive efficiency and safety

WOC can help you...

Reduce claims

Use trusted weather data to provide the information needed to keep your customers and their property safe.

Build retention

Increase valuable, meaningful touchpoints with customers to drive engagement, loyalty, and retention.

Improve service

Deploy customer service representatives proactively in affected areas to initiate processing, providing rapid help to those in need of assistance.

Genuine business impact

Improve operational performance and decision-making around weather risk assessment, severe weather event preparation, loss prevention, and disaster response and recovery – all with confidence in the insight you get from the Weather Operations Center. Notify customers and lessen incidents by picking what perils trigger alerts, what threshold levels of severity does the triggering, and what those alerts say. For insurance companies, the least costly claim is the one that never occurs.

Turn weather insights into your competitive advantage

In today's increasingly complex and marketplace, we can help insurance companies lessen claims and save money. In a recent study, an insurance company using Weather Alerts reported that 97% of policyholders found weather alerts useful. 52% took action to avoid hazard, and only 6.1% receiving alerts actually filed claims. Using our weather solutions, an insurance company that pays out \$3,000 per claim on average could realize savings of up to \$25 per policyholder each year.

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Learn more

Explore the full Weather Operations Center platform.

