



# DATA STRATEGY SYMPOSIUM:

Leveraging Benchmarking and Analytics  
in the Underwriting Process to Optimize  
Cycle Time & Placement Ratio

**thrivent**<sup>®</sup>

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 **IPIPELINE**<sup>®</sup>  
INNOVATION UNLEASHED

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# LET ME TAKE YOU ALL THE WAY BACK TO 2020

PROFOUND CHANGES TO THE WAY OUR ORGANIZATION FUNCTIONS, NOW THAT DATA IS IN PLAY

PAIN POINTS in underwriting without data insights:

- Lack of Control on Underwriters
- Productivity Metrics
- Process Influences
- No Way to Benchmark
- No Strategically Defined Best Practices
- #1 Pain Point: Inability to be Proactive



# INSTANT EXPLANATIONS

TODAYS DATA INTELLIGENCE TECHNOLOGIES PROVIDE  
DETAILED INSIGHT INTO UNDERWRITING PROCESSES

How many of you have recently heard **“I want to understand ...”** or something similar?



# DATA STRATEGY FOR UNDERWRITING

## KEY NEEDS AND WANTS FOR OUR APPROACH TO THE UNDERWRITING PROCESS

- True Productivity Metrics
- Delineated Segments of Cycle Time
  - Case Set Up, Decision, Issue Case, By Product, Premium Size, Demographics
- Benchmarking Against the Industry
- Provide a Self-Service Tool to the Field
  - With the Ability to Look at it Themselves, Limit Calls and Escalations



# WHAT WE ARE LEARNING

THERE IS ALWAYS A LEARNING CURVE ASSOCIATED  
WITH CHANGE – THIS IS NO DIFFERENT

- Data Insights That Surprised Us
- Data Insights We've Been Able to Validate
- Actions We've Taken Because of These Insights
- The Opportunities We See to be Proactive



# DATA IS THE FUTURE OF OUR INDUSTRY

THE ABILITY TO MAKE INTELLIGENT, WELL-ROUNDED  
DECISIONS IS THE PATH TO INNOVATION & SUCCESS

Science is a dominant part of underwriting. Having a data strategy fills a void that we no longer have the luxury of leaving vacant.



# THANK YOU

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