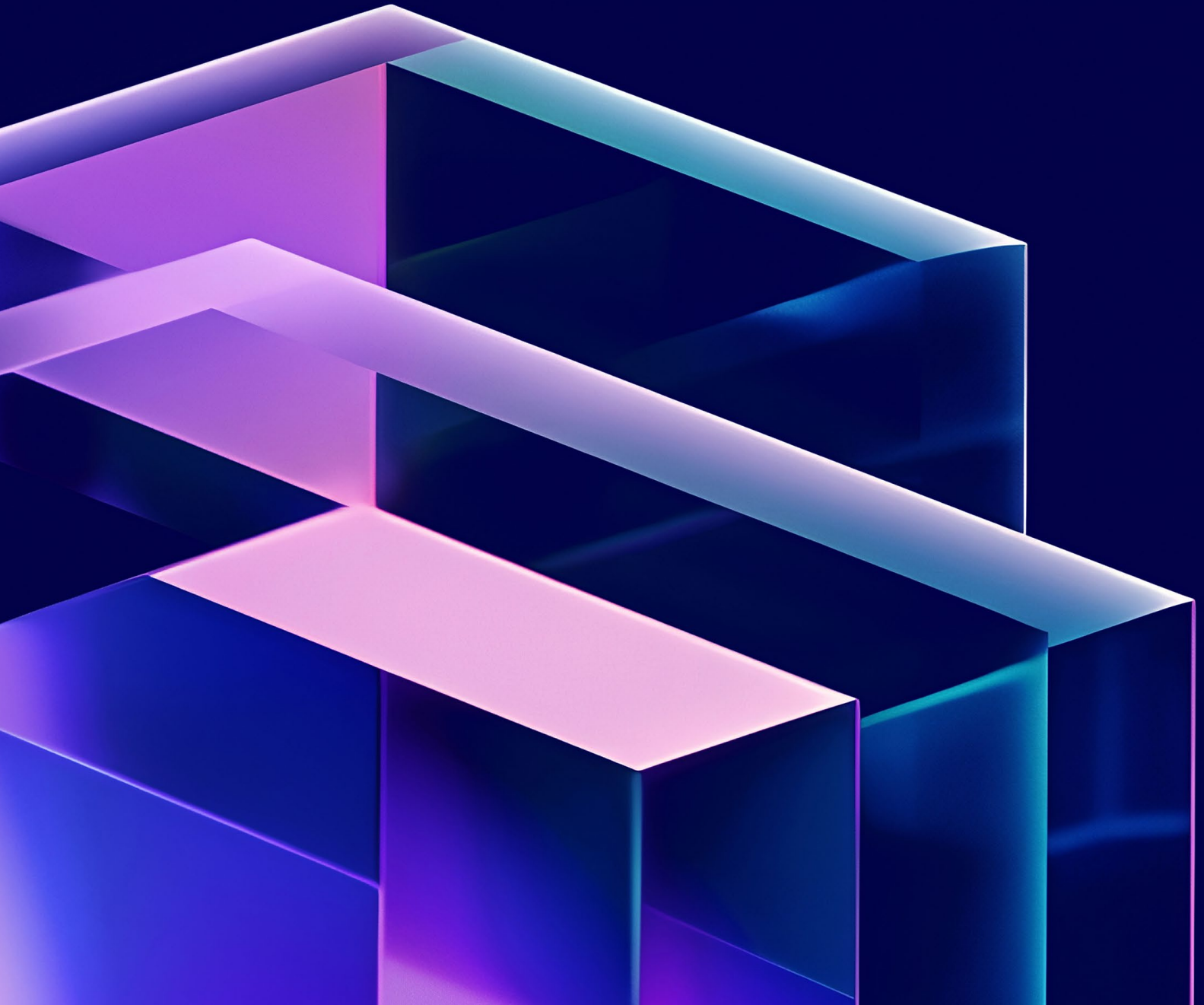


# Risk assessment for commercial property





## What was the problem?

- 1 A retirement plan provider in North America serves millions of plan holders with various accounts and retirement service. They wanted to prioritize customer retention which is crucial for retaining plan holder funds
- 2 The company sought to understand customer interactions' impact on retention as they found traditional machine learning inadequate for strategy optimization. They aimed to leverage the Causal AI model on causaLens's platform for its deep data insights and explainable AI
- 3 They reached out to Cognizant to develop a Casual AI model to which would help them make changes to their customer service strategy and thereby improving their customer retention goal.



## How did Cognizant help?

Cognizant data strategy team helped build a decisionOS module from causaLens platform powered by Causal AI for driving valuable insights into customer behavior



Data sources



causaLens platform powered by Causal AI



Data insights for customer retention strategies



## Benefits delivered

### What were the Benefits?

**17%**

Improved retention

**60%**

Improved predictive accuracy

**35%**

Improved risk assessment

**25%**

Efficient data insights

### Who Benefitted from it?



Risk assessors / Product owner



Commercial underwriters



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