



Pioneer Insurance Deploys iDashboards to Maintain Growth and Profitability

About the Company

Pioneer State Mutual Insurance Company specializes in property-casualty insurance for individuals and businesses. Pioneer and its network of independent insurance agents have faithfully served tens of thousands of policyholders. The company has earned a fine reputation for providing clients with the best insurance protection for their premium dollar.

Business Drivers for Dashboards

In recent years, Pioneer has experienced high growth and has remained profitable. However, the carrier has faced tougher competition from larger insurance providers and from direct online insurance companies. As a result, Pioneer is now more than ever expected to provide the most accurate coverage possible and more expert advice to its agents. Therefore, an Enterprise Performance Management (EPM) dashboard solution was required to evaluate Pioneer's business performance and to support timely decision making.

Implementation

The iDashboards Professional Services team worked with Pioneer executives to identify 12 business key performance indicators (KPIs) to provide accurate coverage to clients and advice to agents:

- | | |
|----------------------------------|-------------------------|
| ✍ Policy Count | ✍ Claim Count |
| ✍ Written Premium | ✍ Large Claim Count |
| ✍ Policy Incurred Loss | ✍ Total Claim Amount |
| ✍ Earned Premium | ✍ Mean Insurance Scores |
| ✍ Direct Loss Ratio | ✍ Combined Ratio |
| ✍ Cash with Application Receipts | ✍ Policies Scored |

Working with Pioneer executives and IT staff, iDashboards consultants storyboarded the dashboards' layouts, navigations, and drill down paths.

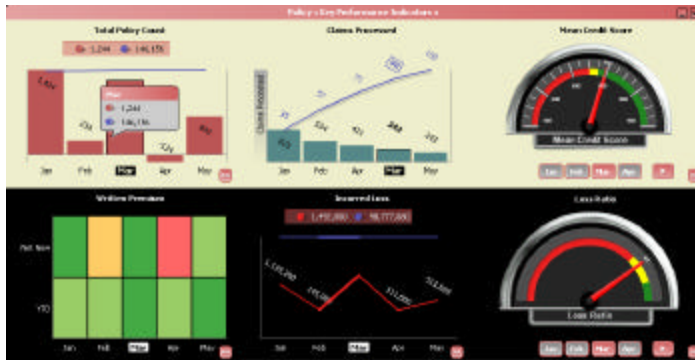
End Solution

As a result of the joint effort between iDashboards and the Pioneer team, a dashboard solution was developed that met the requirements of delivering timely and accurate KPIs to the executive team. Pioneer executives are now able to monitor their KPIs and drill down to immediately examine trend breaks and exceptions.

For example, if Policy Count suddenly begins to decline, a Pioneer executive can drill down to the underlying problem areas. The data can be drilled in multiple ways:

- » By Line of Business
- » By Geographic Location
- » By Insurance Agent

Pioneer executives can absorb subject matter expertise to justify policy scoring decisions and to prioritize activities such as marketing campaigns.



"iDashboards is the right tool at the right time, now we can easily customize dashboards. The flexibility of the tool allows us to quickly and accurately portray key performance metrics in a visually rich and easily understandable context" – Tony Paris, VP, Information Systems, Pioneer State Mutual

iDashboards allows Pioneer executives to timely monitor insurance KPIs.

Looking Forward

In the future, Pioneer envisions expanding portions of its EPM dashboards to its independent insurance agents. By empowering agents with policy KPIs, information will be better communicated to policyholders. iDashboards will provide a visually appealing and cost effective method for reporting this expert information to Pioneer's agents.