

EXPERIAN. learningDAY₂₀₂₁

Customer centricity during challenging times



EXPERIAN learningDAY 2021

Using Alternative Data to create insights and Fight Fraud



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What is Web Data Insight (WDI)



Yellow Bar Rome

All Maps Images Shopping News More Settings Tools

About 50,000,000 results (0.74 seconds)

The Yellow Bar, Rome - Esquilino - Restaurant Reviews, Phone ...

<https://www.tripadvisor.co.uk> > Europe > Italy > Lazio > Rome > Rome Restaurants

★★★★★ Rating: 4 - 531 reviews - Price range: £

Via Palestro 40-42, 00185 Rome, Italy. ... All reviews pancakes parmesan fries hamburger **yellow** hostel fun **bar** great atmosphere huge portions beer pitcher **pub** americans euros tourist. ... Nice to know you had a good time at the **Yellow Bar!**

The Yellow Bar - Home - Rome, Italy - Menu, Prices, Restaurant ...

<https://www.facebook.com/theyellowbar/>

★★★★★ Rating: 4.6 - 527 votes

The **Yellow Bar**, Rome, Italy. 15506 likes · 109 talking about this · 10531 were here. A bar for anyone who wants to have fun with an international...

The Yellow Bar - Romeing

<https://www.romeing.it/the-yellow-bar/>

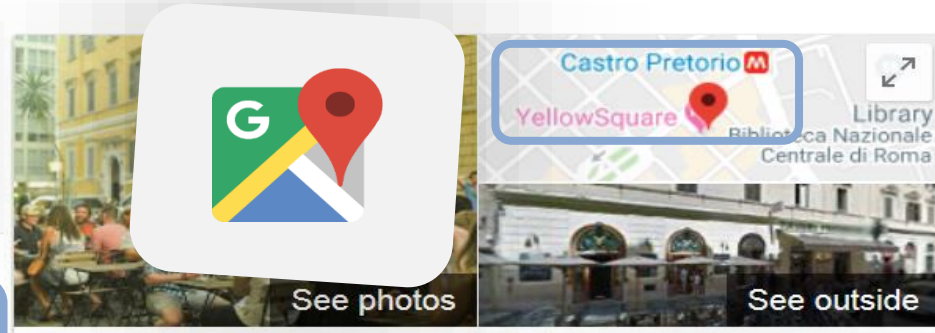
20 Jun 2016 - Open 24/7, The **Yellow Bar** in Rome is a space where anything can happen from live bands to burlesque to magicians to dj's until 4am.

Yellow Bar - 18 Photos & 15 Reviews - Bars - Via Palestro 40, Termini ...

<https://www.yelp.com> > Nightlife > Bars

★★★★★ Rating: 3.5 - 15 reviews - Price range: €11-20

15 reviews of **Yellow Bar** "Literally had the best hostel experience staying here!! The rooms were ... Stayed at multiple hostels in Rome and this was my favorite!



Yellow Bar

Website Directions Save
4.3 ★★★★★ 1,232 Google reviews

Bar

Address: Via Palestro, 40, 00185 Roma RM

Hours: Open 24 hours

Order: deliveroo.it

Phone: +39 06 4470 2868



Reviews

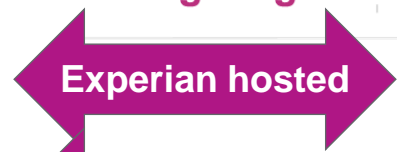
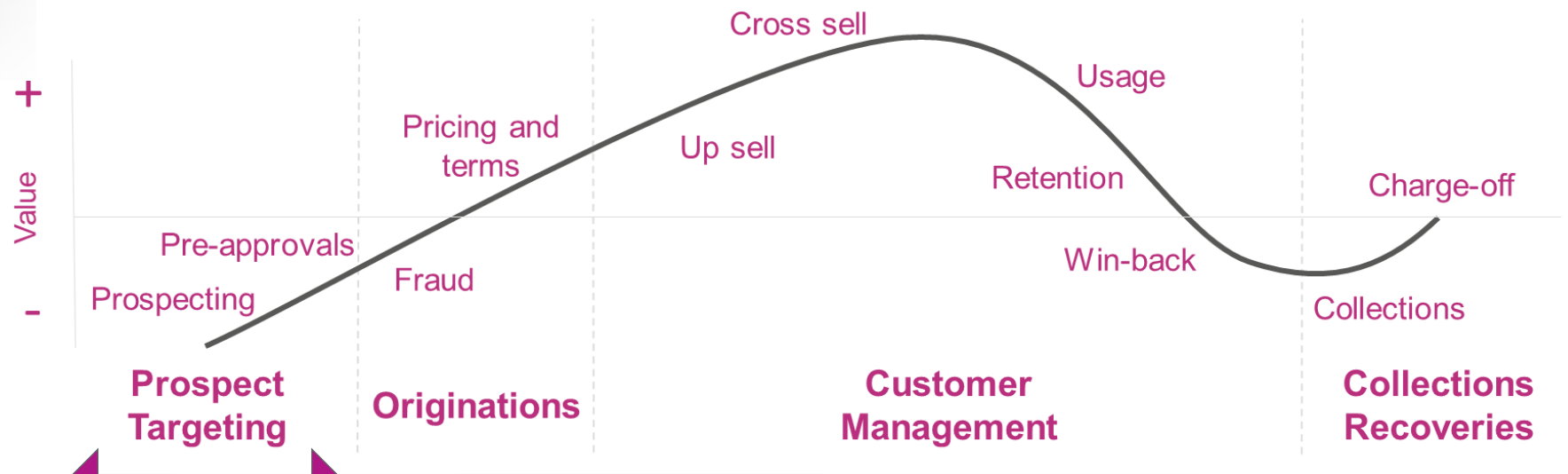
Write a review Add a photo

- "Amazing **place**, great **music**, great **selection** of beers at good **prices**."
- "Great **atmosphere** and **drinks** for all ta"
- "They offer great **food** for **breakfast** and **savers**."

View all Google reviews



Why and where is Web Data Insight (WDI) relevant



Web Data Insight (WDI) improve accuracy in decisions and hence help organisations to become more effective

Combine SME web scores and features with traditional business intelligence and **client models**

The combined score is much more predictive

- Creates a better, balanced, and more informed view of SME customer behaviour, credit risk and decision-making



Where WDI removes challenges ...

New customer and better risk identifier

- WDI can also be used to gain a much faster overview of **new customers** and thus you will be quicker to decide the effort to be used and the price the customer will be offered

Reduction of fraud cases

- Insurance fraud occurs often – normally they are detected via a **manual process**, which might lead to a loose of trends that are recurring in these case types
- WDI provides input in terms of identify typical **fraud patterns** which will entail, that future fraud can be identified **faster** and more **accurately**



What information is available?

WDI takes into account several different parameters, just to mention a few:

- Which company type is it about
 - A/S, APS etc.
- How often does the business appear on the internet
 - Maps
 - Information regarding contact information:
 - Phone
 - Mail
 - Website
 - User ratings
 - Total number of user ratings
 - Ratings from the last 5 reviews
 - Is there any pictures of the company?
 - How many pictures are uploaded



Two concrete use cases

A production company and a restaurant have both reported a minor fire in their kitchen to their insurance company.

Their claim was very similar, unfortunately both claims, lacked necessary information, which was the reason why their claims went to a manual assessment.

This caused use of unnecessary resources, but Big data or Open data can actively contribute to the assessment of the two cases, and to the insurance company.



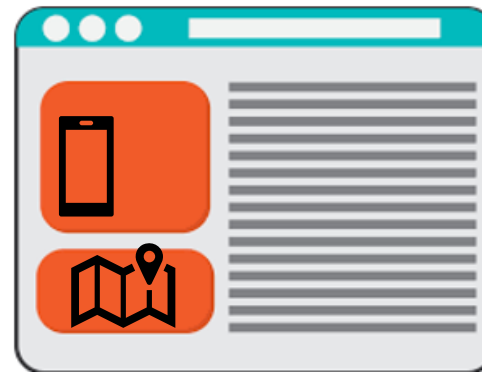
Use cases

The Production Company



- + Contact information available like phone and mail
- + Location
- + Good review

The Restaurant



- + Contact information available for phone
- + location
- Low user rating

How WDI helped the insurance company

WDI helps categorize unstructured data

Company type

Where is the company located

On which sites is the company mentioned

How the company can be reached

What people are saying about it

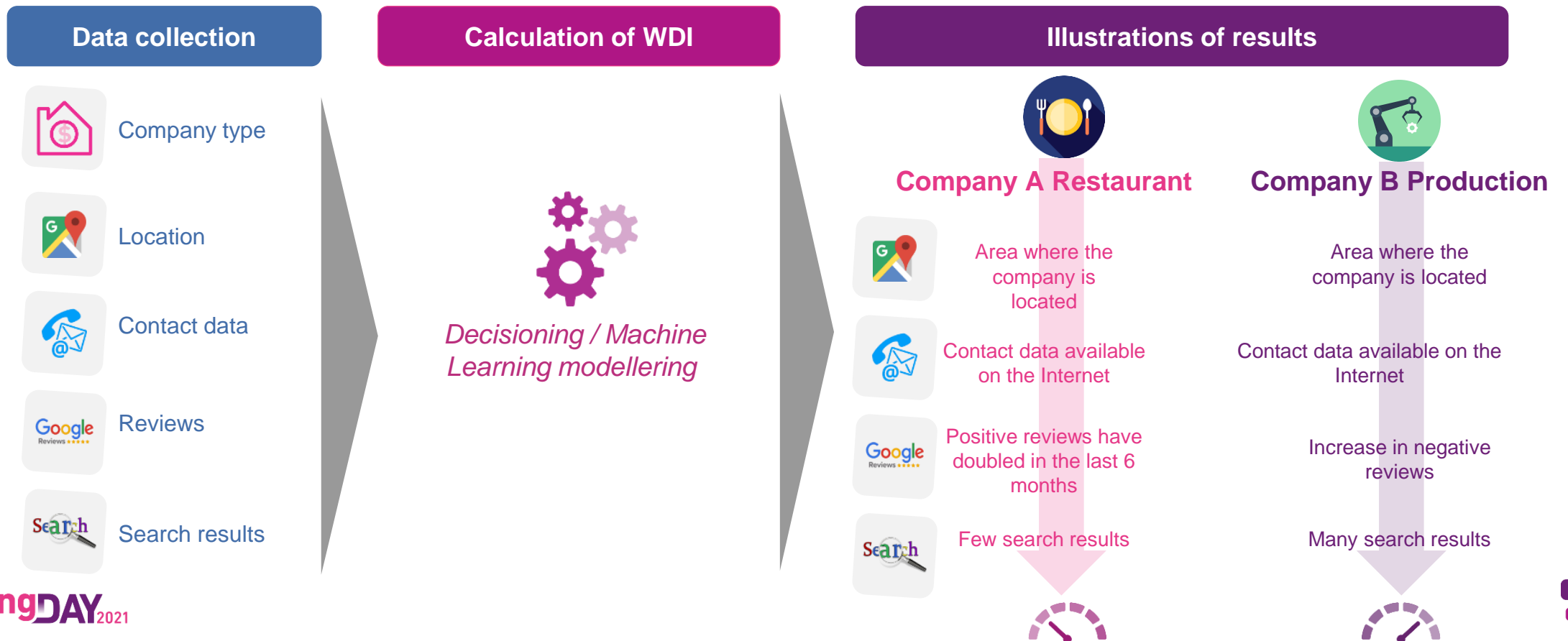
How WDI helped the insurance company

WDI helped collect data / information that is fully accessible, but normally not used, in cases where there may be a need to gather additional information or where the case is in a “gray area”



How WDI helped the insurance company

The Web Data Index is a complete solution for measuring, **collecting** and **analyzing** Web Data so that you have a much more **complete picture** of your customers. Information available is weighted to give a WDI between 1 and 5, where 5 represents - most information available.



This is a snapshot of Danish companies – WDI level in February 2021

Restaurant						
Region	Score					Total
	1	2	3	4	5	
Hovedstaden	6	140	378	240	1.470	2.234
Midtjylland		38	141	104	640	923
Nordjylland		16	42	36	290	384
Sjælland	1	32	69	68	395	565
Syddanmark		44	126	84	605	859
Total	7	270	756	532	3400	4965

23,5%

25%

Production Company						
Region	Score					Total
	1	2	3	4	5	
Hovedstaden	6	64	273	600	215	1158
Midtjylland	3	42	345	952	315	1657
Nordjylland	1	16	111	408	145	681
Sjælland		26	195	452	110	783
Syddanmark		50	309	932	255	1546
Total	10	198	1233	3344	1040	5825

29,6%

