

# Life insurers embrace predictive analytics to elevate their business

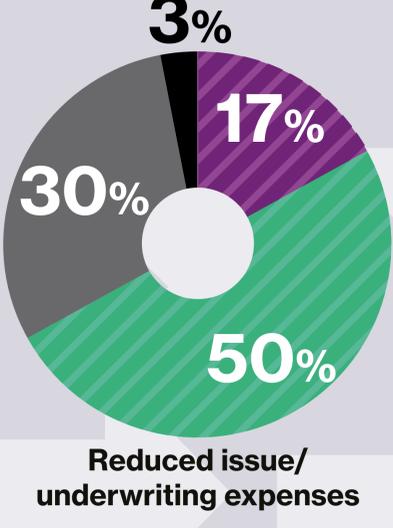
according to Willis Towers Watson survey



## Multiple drivers make predictive analytics capabilities essential for life insurers hoping to compete

	High importance	Low importance	No importance
Competitive and pricing pressures in product development	78%	18%	4%
Customer relationship management	67%	22%	11%
Earnings and profitability pressures	64%	27%	9%
Technological innovation	60%	36%	4%
Regulatory pressures	4%	45%	51%

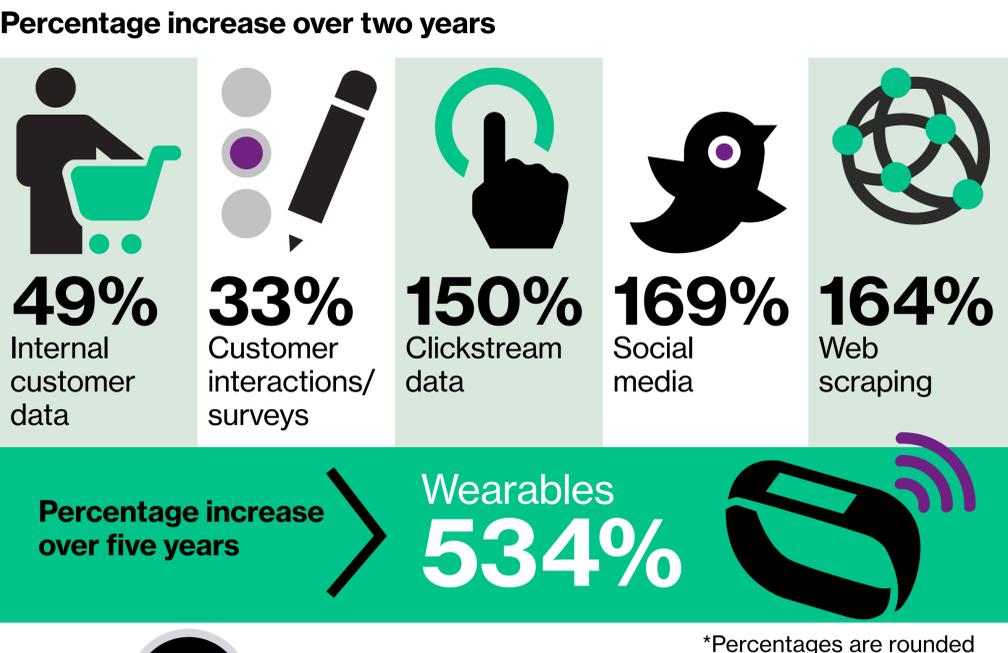
## Life insurers realize significant positive impact from predictive analytics usage



- Strong positive impact
- Somewhat positive impact
- No impact
- Somewhat negative impact
- Strong negative impact

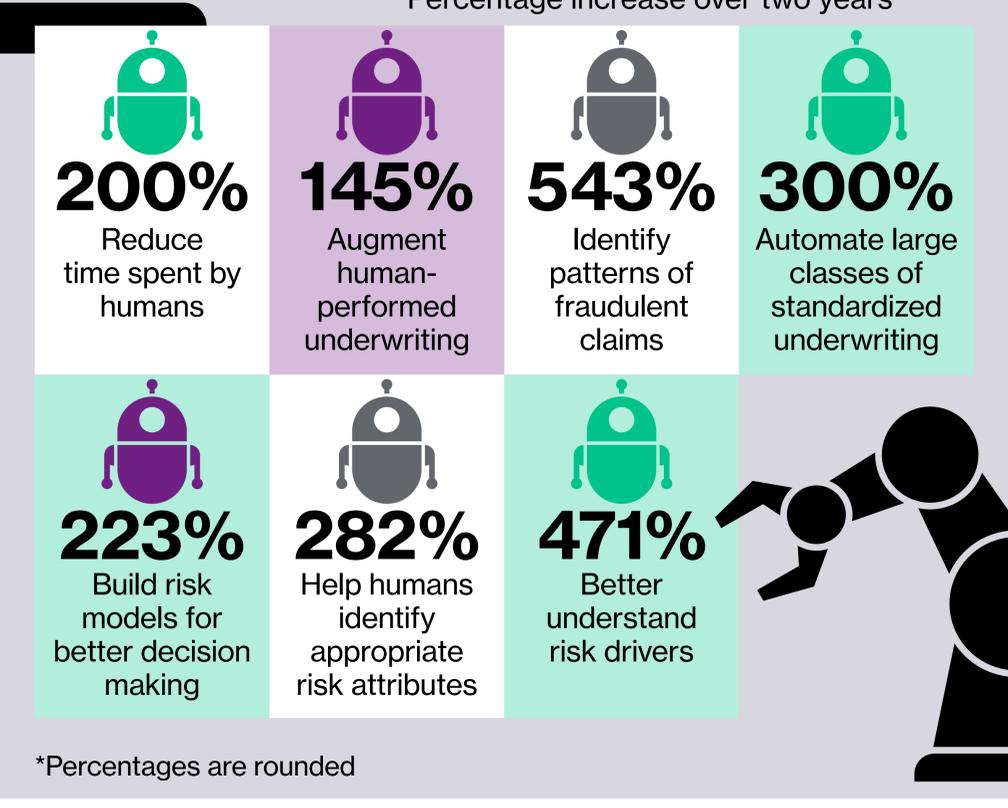


## Triple-digit percentage increases in planned use of top data sources illustrate life insurers' commitment to customer centricity



\*Percentages are rounded

## AI and machine learning will empower life insurers to attain top priorities



\*Percentages are rounded

## Data scientists and actuaries must partner on model understanding

