

## CRIF enhance domestic property intelligence

British Super Bike available  
for display

# CRIF enhance Sherlock

**T**he march of insurance fraud detection strides on, with ever increasing techno support, particularly in personal lines – a mass market in which the isolation of individual risk information has been sorely lacking.

In March, CRIF Decision Solutions extended the reach of its customised property data to 80% of the UK residential market within its Sherlock fraud investigation solution, providing insurers with property intelligence to offer a more thorough insight into individual properties which may be subject to a claim, or featured in an investigation. For more details see page 19.

CRIF director **Sara Costantini**, emphasises the 'mix' between insurers' need

for highly customised property data, but coupled to very fast, and very efficient application. "In all claims fraud investigation there's a compelling need for speedy decision making. But the need to seek out potential fraud should not hinder the claims of the honest majority of policyholders. That has always been a problem area for insurers - how NOT to upset the flow of genuine claims, in an era when excellence in claims handling is under ever critical scrutiny.

"To support insurers with their domestic property claims investigations, Sherlock aims to provide specifically tailored solutions which recognise the need to control costs and increase productivity," says Sara.

"Users can run real time, interactive investigations and access multiple data sources via a very cost effective pay-per-click model. The consolidated results appear rapidly, and on one screen.

"The service can distinguish property type; the property attributes; sale or rental information as well as identify individual peculiarities of the property condition. Integrated links enable street and aerial views and street maps.

"This CRIF solution is the result of years of analysis and work we have carried out to bring together all the information that insurance providers need to assess individual risks into a single product," says Sara.



Sara Costantini

"Armed with this insight insurers can validate, for example, whether there are anomalies related to property condition and nature of claim; timing of claim in relation to the property changing ownership; number of bathrooms linked to escape of water claims; and gain a clearer overall picture of the specific claim environment."

# CRIF launches customised property data

**C**RIF Decision Solutions has enhanced its fraud investigation system, Sherlock, with customised property data covering 80% of the UK residential property market. The aim is to assist insurers by providing property intelligence which can support the investigation of personal lines insurance fraud.

Sherlock is intended to give insurance fraud investigators greater insight into a property which may be subject to a claim or featured in an investigation.

The data service will validate the property type, the property attributes, sale or rental information as well as highlight anomalies related to the property condition.

Sara Costantini, director at CRIF Decision Solutions, says, "The role of data in insurance investigations is increasingly pivotal and there is a compelling case for data supported decision making. The UK insurance industry paid out £8.1m on domestic

property claims every day in 2013, according to latest ABI figures. Set against increased claims costs, household premiums are falling. When talking to our insurer clients we recognise the need for additional information to help support them with domestic property claims investigations. Our new information source arms insurers with new property data specifically tailored to their needs, recognising the need to control costs and increase productivity."