

## CRIF launches Decision Hub for the Insurance Industry

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CRIF Decision Solutions Ltd has launched its Decision Hub, developed to provide the insurance industry with swift, simple access to a full suite of data enriched solutions supporting underwriting, claims and fraud management strategies.

The Decision Hub technology and innovation integrates real time data, software and analytics optimising risk management and providing insurers with a comprehensive view of their customers. Insurers can access all of CRIF's existing Insurance Bureau Services, including CUE PI, Home and Motor, and fraud investigation services on one secure platform. This unique platform will also be the gateway to new CRIF services currently under development and aimed at supporting the industry with ID and vehicle services and integrated workflow services to encourage different stakeholders to interact, exchange data and information in a marketplace context.

CRIF has invested in developing this new technology to deliver innovation and business process efficiencies to the market. Users need only log in once to access multiple services and can switch easily between services to compare the information available. In addition to the time and cost savings to be gained, re-engineered features focused on flexibility and ease of use deliver a seamless customer experience. The Decision Hub is built on responsive technology meaning users can access the platform from any location with internet availability and the technology will respond to suit the device being used.

To use the CRIF Decision Hub, insurers merely need access to the internet; no investment in a technology interface is required. To register is free and on receipt of their unique user credentials and passwords, users can select the services they wish to activate. Multiple user profiles can be assigned and administration of users and passwords is managed by a simple, secure process. Existing clients will have the option to migrate to the Decision Hub with support from CRIF to ensure a joined up transition.

Sara Costantini (pictured), director at CRIF Decision Solutions Ltd, said: "Insurers are challenged to differentiate their services by delivering exceptional customer service with increasing speed. Access to information drives the ability to accurately price risks, appropriately resolve claims and dynamically prevent fraud. We wanted to innovate and give our customers the ability to arm themselves with the right information and rapidly, to support profitable business retention and growth. We are excited by the opportunities the Decision Hub represents for our clients and by our plans to expand the suite of services available via this one stop shop concept."



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