

Here's a structured brief for the client, including key metrics, their meanings, and suggestions for renewal strategies.

Client Brief

Attribute	Value	Meaning/Inference
Client Name	Global Technologies	The name of the client.
Placement Client Local ID	SCR-0b810b6f4c20	Unique identifier for the client's placement.
Placement Name	SCR-8d9f15ee3a3c	Name of the placement associated with the client.
Coverage	General Liability	Type of insurance coverage provided.
Product Line	Energy and Power	Category of the insurance product being offered.
Carrier Group	Eastern Risk Management	Name of the insurance carrier or management group.
Placement Created Date/Time	April 24, 2025	The date and time the placement was created.
Response Received Date	July 29, 2025	Date when the client received a response from the carrier.
Placement Specialist	Mary Jackson	The specialist managing the client's placement.
Placement Renewing Status	In progress	Status indicating that the placement is currently under renewal consideration.
Limit	\$3,558,700	Maximum insured amount associated with the placement.
Coverage Premium Amount	\$65,304.28	The premium amount for the specified coverage.
Total Premium	\$67,311.79	Total premium amount for the placement, including all coverages.
Client Past Performance Score	6.47 (out of 10)	Indicates past renewal success rate of the client. A score of 6.47 suggests a moderate likelihood of renewal based on historical performance.
Carrier Past Performance Score	7.05 (out of 10)	Indicates the carrier's past performance with similar placements. A score of 7.05 suggests a good renewal rate with this carrier in the past.
Not-Churn Probability Score	0.41 (out of 1)	This score suggests the estimated likelihood of the client renewing. Closer to 1 means a higher renewal chance; 0.41 is moderate and suggests attention is needed.
Days to Expiry	365	The number of days remaining until the placement expires.
Carrier Response Time	0.0	Indicates that there has been no response time recorded yet; it could be a factor in the client's decision.

Fraction of Placements Renewed	0.477	Shows that 47.7% of the placements have been renewed based on the client's history.
Churn Status	Not Applicable	Indicates that churn analysis was not applicable at this time.

Suggestions to Encourage Renewal

1. **Proactive Communication:** Ensure regular and timely communication with the client. Follow up frequently and check in on their needs. Utilize the Placement Specialist to maintain a personal touch.
2. **Leverage Past Performance:** Highlight the strengths of both the client and carrier past performances. Use the scores to build confidence in renewal success.
3. **Provide Tailored Solutions:** Analyze the client's current needs, possibly offering adjustments or new coverage options to better meet their requirements.
4. **Demonstrate Value:** Provide a clear outline of the benefits they gain from remaining with you and any additional services or offers that would warrant renewal.
5. **Discuss Churn Probability:** Address the churn probability directly with the client. Discuss any issues that might be contributing to the moderate renewal likelihood and develop strategies to mitigate those concerns.
6. **Enhance Response Time:** Work with the carrier to ensure responsive communication to client queries, which can greatly influence their renewal decision.

By implementing the above suggestions, you may significantly increase the chances of securing the renewal for this client's placement.

Sources: Title of Service: Mock Applied Epic (CRM) API API Request URL used: <http://localhost:8000/placements> Table name: placements