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Insurance (/resources/kpi-examples/insurance) / Insurance Metrics and KPIs

# Insurance Metrics and KPIs

## Managing risk and reward with a data-driven culture.

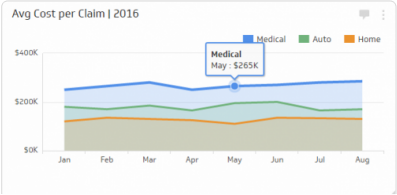
The world's most successful insurance organizations strike a balance between short-term risks and long-term rewards. Their success is based on offering the right product, having the right people selling that product and managing the risks associated with selling insurance policies. Use these **Insurance KPIs and metrics** to learn how to balance the risks and rewards that are part and parcel of the insurance business.

### Get your free guide!

Ready to start tracking your key insurance metrics? Get the 101 on KPIs in the **Beginner's Guide to KPIs**

finswiz@gmail.com

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(/resources/kpi-examples/insurance/cost-per-claim)

**Average Cost Per Claim**  
(/resources/kpi-examples/insurance/cost-per-claim)

Measures how much your organization pays out for each claim filed by your customers.

**Read More** (/resources/kpi-examples/insurance/cost-per-claim)

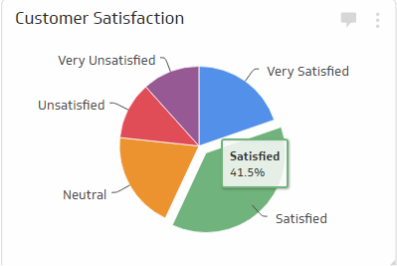


(/resources/kpi-examples/insurance/claims-ratio)

**Claims Ratio** (/resources/kpi-examples/insurance/claims-ratio)

Measures the number of claims in a period and divides that by the earned premium for the same period.

**Read More** (/resources/kpi-examples/insurance/claims-ratio)

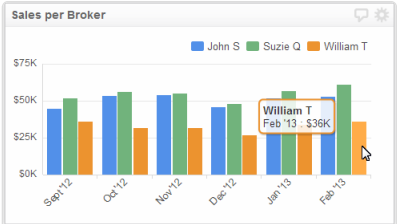


(/resources/kpi-examples/insurance/customer-satisfaction)

**Customer Satisfaction**  
(/resources/kpi-examples/insurance/customer-satisfaction)

Measures how satisfied your customers are with the products and services your organization provides.

**Read More** (/resources/kpi-examples/insurance/customer-satisfaction)

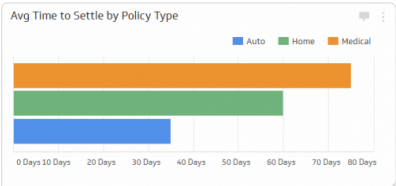


(/resources/kpi-examples/insurance/top-brokers-sales)

**Top Brokers in Sales Revenue**  
(/resources/kpi-examples/insurance/top-brokers-sales)

Measures and ranks the top performing brokers based on sales revenue.

**Read More** (/resources/kpi-examples/insurance/top-brokers-sales)



(/resources/kpi-examples/insurance/time-to-settle-claim)

**Average Time to Settle a Claim (/resources/kpi-examples/insurance/time-to-settle-claim)**

Measures how long it takes – on average – to settle insurance claims for each type of policy your organization offers.

**Read More (/resources/kpi-examples/insurance/time-to-settle-claim)**

Quota vs. Production   June 2013		
Agent	Quota	Revenue
Agent 1	✓	\$35,465
Agent 2	✗	\$24,320
Agent 3	✓	\$26,500
Agent 4	✓	\$32,500

(/resources/kpi-examples/insurance/quotas-vs-production)

**Quotas vs. Production (/resources/kpi-examples/insurance/quotas-vs-production)**

Measures the effectiveness of sales agents at meeting sales targets.

**Read More (/resources/kpi-examples/insurance/quotas-vs-production)**

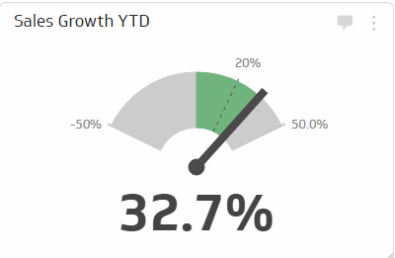


(/resources/kpi-examples/insurance/percentage-sales-growth)

**Percentage of Sales Growth (/resources/kpi-examples/insurance/percentage-sales-growth)**

Measures the amount of policy renewals and new policy sales over a set period of time.

**Read More (/resources/kpi-examples/insurance/percentage-sales-growth)**

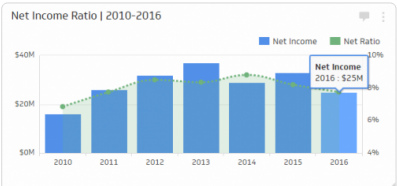


(/resources/kpi-examples/insurance/policy-sales-growth)

**Policy Sales Growth (/resources/kpi-examples/insurance/policy-sales-growth)**

Measures how many new policies your organization has sold over a set period of time and compares that to a target value.

**Read More (/resources/kpi-examples/insurance/policy-sales-growth)**



(/resources/kpi-examples/insurance/net-income-ratio)

**Net Income Ratio**  
(/resources/kpi-examples/insurance/net-income-ratio)

Measures how effective your organization is at generating profit on each of dollar of earned premium.

**Read More** (/resources/kpi-examples/insurance/net-income-ratio)

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