

LEGAL & GENERAL LAUNCHES CUSTOMER RISK AND OPPORTUNITY MANAGEMENT PROGRAMME FOR INTERMEDIARIES

- *The new data programme will use Legal & General's data to deliver an even better quality of business to end customers*
- *Initiative leverages software from Tableau, the leading expert in visual analytics*
- *Rich data analysis will make it possible to learn more about customers and allow intermediaries to provide a highly personalised service*

Legal & General has today announced the launch of its new “Customer Risk and Opportunity Management” data programme, which will analyse a wide variety of trends and correlations to provide unrivalled insight into the customer experience. The new service was announced at Legal & General’s annual Business Quality Awards on Thursday 8th February 2018.

Using Legal & General’s customer data and Tableau’s software, the data programme will analyse trends and correlations relating to sale, retention, underwriting and claims experience. As a result, the insurer will be able to ask new questions, spot trends and patterns, identify opportunities and future risks, and make data-driven decisions with confidence, rapidly and conclusively. Legal & General can then create dashboards and visualisations of the output to share with its partners.

The key insight obtained from this data will ensure that positive customer outcomes are continually delivered by intermediaries. The software will be launched with selective intermediary partners in Q2 2018, with a full roll out planned for the second half of this year.

Rob Gaunt, Head of Commercial Management and DQM, Legal & General said:

“We are very excited to announce the launch of our Customer Risk and Opportunity Management programme at this year’s Legal & General’s Business Quality Awards. We have been working with Tableau for quite some time to ensure we can utilise the right data for our partners, with the aim of delivering even better quality of business to our customers.

“As the market’s leading visual analytics provider, Tableau will enable our partners to identify opportunities and future risks to make data driven decisions with confidence. We believe our insights will help deliver extremely valuable customer insights about and we are excited for the year ahead as we plan our full launch.”

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FURTHER INFORMATION (JOURNALISTS ONLY)

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NOTES TO EDITORS

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ABOUT LEGAL & GENERAL

The Legal & General Group, established in 1836, is one of the UK’s leading financial services companies. As at 30 June 2017, the total value of assets across the group was £951.1 billion, including derivative assets. We also had over 9.5 million customers in the UK for our life assurance, pensions, investments and general insurance plans.

