



# Cross-Sell Optimization for Commercial Insurance



# Executive Summary

In today's highly competitive insurance market, the ability to **maximize customer value** through effective **cross-sell strategies** is critical. A leading insurer, looking to expand its footprint across existing monoline clients, partnered with **Amlgo Labs** to develop a **data-driven approach** for cross-selling **Commercial Combined** insurance products.

Leveraging machine learning, Amlgo Labs built a predictive model to identify clients with the **highest likelihood of conversion from monoline to multiline**, enabling underwriters to prioritize high-opportunity accounts. This initiative not only improved quote efficiency but also empowered the underwriting team with actionable insights—transforming how cross-sell opportunities are identified and executed.

# Goals & Approach

The primary objective was to **identify and target the best cross-sell opportunities** for the **Commercial Combined** product. The aim was to move existing **monoline clients** toward **multiline coverage**, thereby increasing client retention, policy penetration, and overall profitability.

Amlgo Labs built a **predictive machine learning model** that:

- Evaluates existing monoline client profiles.
- Predicts the **conversion propensity** to a Commercial Combined policy.
- Provides a **single view of each client**, helping underwriters prioritize and personalize quotes with **multiple lines of business**.

This approach ensured data-backed targeting, increased conversion likelihood, and aligned underwriting efforts with measurable sales opportunities.

# Solution Approach



## Predictive Modeling

Amlgo Labs developed a Random Forest Classifier with 85% accuracy to predict the likelihood of monoline clients converting to multiline policies.



## Key Variables & Stakeholder Input

Important factors like risk location, claims frequency, broker, industry, and premium were validated with stakeholders for business relevance.



## Client Targeting List

A prioritized list of high-propensity monoline clients was created, helping underwriters focus on the best cross-sell opportunities.



## Operational Integration

The underwriting team actively uses the model output in their daily quoting process to support data-driven decisions.

# Key Insights & Highlights



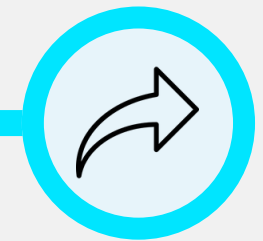
A **Random Forest model** delivered an **85% prediction accuracy**, ensuring confidence in targeting decisions.



High-impact variables such as **risk location**, **claims history**, and **client longevity** were key to determining conversion potential.



A prioritized list of **monoline clients** was shared with the underwriting team, based on predictive scoring.



The solution was designed for **business usability**, with active involvement and adoption by the **Commercial Combined underwriting team**.

# Business Impact

Impact Area	Outcome
Cross-Sell Opportunity Identification	Streamlined identification of high-potential monoline clients.
Increased Underwriting Efficiency	Focused efforts on clients with higher conversion probability.
Stronger Stakeholder Engagement	Model development and deployment aligned with underwriting needs.
Boost in Policy Multiplicity	Encouraged broader product adoption, improving retention and profitability.

# Conclusion

Through the application of **machine learning and predictive analytics**, Amlgo Labs helped the insurer transform its cross-sell strategy for **Commercial Combined products**. By providing **accurate conversion predictions** and aligning insights with underwriting workflows, the initiative empowered the business to grow intelligently and efficiently.

This case demonstrates the value of **targeted analytics**, **stakeholder alignment**, and **operational integration** in driving tangible improvements in commercial insurance strategy.

**Amlgo Labs: Enabling Smarter Growth Through Data-Driven Underwriting.**



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