

TNEDICCA Highlights Innovative Risk Assessment Strategies for Auto Insurance Pricing Using Crash Data Analytics at CAS RPM 2024

CEO and Co-Founder, Yiem Sunbhanich, to Reveal How Crash Data Insights Can Revolutionize Territory Ratemaking at CAS RPM 2024 in New Orleans on March 18, 2024

POWELL, Ohio — March 13, 2024 — [TNEDICCA](#), a leader in crash location data and risk analytics, is set to redefine how auto insurers approach territory ratemaking at the [CAS RPM 2024](#) conference in New Orleans. [Yiem Sunbhanich](#), CEO and Co-Founder of TNEDICCA, will share innovative territory risk assessment strategies that leverage crash data analytics for more precise risk assessment at street level. These strategies, first envisioned over 25 years ago in the actuarial community, are finally possible and mark a pivotal moment for industry professionals to enhance auto insurance risk assessment and pricing accuracy with a precise risk score for every address. This migration towards more granular and personalized pricing insights using crash location data enables insurers to price more strategically in a competitive market.

Presentation: Rethinking Territory Risk with Crash Data Insights at CAS RPM 2024

Date: Monday, March 18, 2024

Time: 11:30 AM – 12:30 PM CST

Session Description: In an era where the auto insurance industry faces unprecedented profitability challenges, this session addresses the vital role of crash data in redefining territory risk. Through an in-depth exploration of U.S. crash data, Yiem Sunbhanich will showcase how this emerging data source can revolutionize traditional territory rating methods and enhance integration with other data sources. Participants will discover innovative strategies for responding to industry challenges through better rating and pricing.

Attendees of this session will learn to:

- Analyze the influence of road design on crash risk alongside its impact on auto insurance claims.
- Examine traditional territory rating methods, their limitations, and the potential for improvement.
- Identify applications of road risk information in non-telematics and telematics risk assessments, offering a pathway to more equitable and precise insurance pricing.

For more on this topic, read TNEDICCA's new blog: [Enhance your auto insurance territory rating using crash data to outperform competitors.](#)

About TNEDICCA

TNEDICCA® [ti-NED-i-kuh] is an insurtech company that provides auto insurers with proven solutions for next-level territory rating, pricing, and underwriting using crash location data models. TNEDICCA Road Risk Scores are derived from a proprietary database of more than 30 million crashes curated from police reports. Auto insurers of all sizes can benefit from a more complete understanding of risk that considers where a vehicle is driven. Our mission is to reduce future road accidents using location-based data and predictive analytics to assist auto insurers, carmakers, navigation service providers, and last-mile delivery companies. Learn more at www.tnedicca.com.

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