verato®

5 Signs Your Insurance Identity Data is Undermining Growth

Insurance organizations are under pressure to hit ambitious growth targets – but fragmented, inaccurate identity data could be derailing those efforts. From claims delays to customers not feeling known, these data gaps create costly inefficiencies across the customer journey. Here are five signs your identity data might be holding you back.

1 **Claims take too long to process**

FNOL delays, repeated verifications, or manual lookups are common.

2 **Fraud detection misses obvious patterns**

You can't link people, policies, or assets across systems.

3 **AI and analytics aren't delivering results**

Models under-perform due to fragmented or duplicated data.

4 **Marketing and outreach fall flat**

Campaigns are misaligned or fail to target the right households.

5 **Customers don't feel known**

Agents ask for the same info repeatedly, and service feels disjointed.

Verato's cloud-native Master Data Management (MDM) platform resolves fragmented, duplicate, or siloed identity data—so you can link people, policies, and assets with confidence. By delivering a single, trusted view of every member or customer, Verato empowers faster claims, smarter analytics, personalized engagement, and a more connected experience across your enterprise.