



latentview

Actionable Insights • Accurate Decisions

Risk Identification

by Modeling Customer Behavioral Patterns

Client

Europe-based
Iconic Automobile
Manufacturer



The Problem

Costs incurred due to warranty claims had a negative impact of almost 2.5% on the bottom line.

The Before State

Warranty claim predictions were based on an historical average computed across all categories of drivers.

The After State

Warranty costs reduced by 35% for the “long pause and short trips” driving style due to proactive ‘drive right’ message communicated to at-risk drivers.

The LatentView Solution

Driving styles were identified based on vehicle usage and historical warranty claims, which were then used to accurately predict future claims for each driving style.

About LatentView Analytics

LatentView Analytics is a leading global data and analytics service provider helping companies turn data into actionable insights to gain competitive advantage. As a trusted analytics partner to the world's most recognized brands, LatentView solutions provide a 360-degree view of the digital consumer, fuel machine learning capabilities and support artificial intelligence initiatives. LatentView's success is driven by a commitment to deliver unrivalled analytics solutions that enable Fortune 500 companies in the retail, CPG, BFSI, high tech, healthcare and other sectors to predict new revenue streams, anticipate product trends, improve customer retention, optimize investment decisions and turn unstructured data into a valuable business asset. LatentView has offices in Princeton, N.J., San Jose, Calif., London, Singapore and Chennai, India with more than 600 employees globally.

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