

AERIAL TRUTHS SUPPLIED FOR QUICK POLICYHOLDER SUPPORT

Remote assessment for immediate help and response

HURRICANE IAN – CAPE CORAL, FL U.S.

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Kin Insurance is a technology company and licensed Florida home insurance carrier that provides affordable coverage to homeowners in catastrophe-prone regions. The team is leading the industry in developing innovative data and analytics solutions that efficiently optimize and enhance the customer experience.

CHALLENGE

While automation can bring about a wealth of operational efficiencies, Kin understood that there are many situations, like after a hurricane, where a personal touch is necessary and preferred by its customers. They saw leveraging aerial imagery from Nearmap as an opportunity to innovate its data and analytics program to blend automation and human touch for a more optimal customer experience.

SOLUTION

Kin onboarded Nearmap to be a visual source of truth and data for understanding the risk and condition of properties within their book of business. The Nearmap library of high-resolution aerial imagery, AI property insights, and Nearmap ImpactResponse (post-catastrophe imagery), provided the team with the tools necessary to regularly monitor residential properties before and after major weather events.

“Nearmap imagery is one source of truth that allows us to understand many attributes about a property that standard data sources may not catch. Recent imagery from Nearmap allows us to review the insights against the analytics and truly understand the property’s condition.”

Adam Sturt, SVP of Data and Analytics, Kin Insurance

Before Hurricane Ian in 2022, Kin layered the geospatial data from Nearmap and the National Hurricane Center on top of its book of business to better understand how



customers would be impacted by the storm. Kin ultimately had 23,819 insured risks in the wind field footprint with wind speeds of 50 mph or higher.

With this information, Kin was able to trigger automated pre-event text messages to customers who might be vulnerable to damage, and provided them with customer resources and tips to keep them and their properties safe. In addition, 80,000 wellness check text messages were sent to customers based on their location and wind speeds. With a 50%+ response rate, Kin verified the safety of its policyholders and received real-time updates on the ground impact of the storm.

After landfall, Kin used Nearmap ImpactResponse imagery to analyze the impact to 40,000 of its insured locations. Because many customers were evacuated, this enabled Kin to quickly initiate the claims process and provide immediate support to those in the most need.

nearmap

BUSINESS IMPACT

Unlike traditional insurers that send adjusters to each and every site to assess damage following a major event, Kin was able to save time and resources by reviewing Hurricane Ian's impact remotely.

"The imagery and data provided by Nearmap before and after the storm allowed us to more accurately predict which homeowners would be impacted by the storm." said Sturt.

This proactive approach allowed Kin to provide support to more than 50 percent of total claimants within the first 5 days of Hurricane Ian recovery.

Sturt continued, "We were able to meet our customers where they were and provide immediate help and support for their recovery."

Because of its investment in technology and innovative data collection processes, Kin was well prepared to quickly and efficiently assess claims and provide the best possible experience for its customers after Ian.



FASTER CUSTOMER SUPPORT
WITH REMOTE CLAIMS ADJUSTMENT




REMOTE CLAIMS TRIAGE
WITH FAST ACCESS TO POST CAT IMAGERY

ABOUT KIN


Kin is the only pure-play, direct-to-consumer digital insurer focused on the growing homeowners insurance market. Kin makes homeowners insurance more convenient and affordable by eliminating the need for external agents. Kin's technology platform delivers a seamless user experience, customized options for coverage, and fast, high-quality claims service. Behind the scenes, Kin utilizes thousands of data points about each property to provide accurate pricing and produce better underwriting results. Kin is a fully licensed carrier that offers coverage through its reciprocal exchanges which are owned by its customers. To learn more, visit www.kin.com.

APR 2022 | BEFORE HURRICANE IAN

SEP 2022 | AFTER HURRICANE IAN

 JAMES CITY, FL U.S.

 Nearmap Vertical

 Nearmap ImpactResponse

 Nearmap AI

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