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Puzzle Completed by Eureko Sigorta

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ABSTRACT

Presentation topics:

- Business intelligence implementation
- SAS® as a solution partner
- Project details
- Rate making
- Customer scoring
- Campaign management

Puzzle has been just completed in the company by the business intelligence corporation with SAS and Eureko Sigorta. In Turkey, Eureko Sigorta Rate Making project has return of investment and has a quick internal rate of return. The first in Turkey, the project was completed before the planned finished date and launched in only 11 weeks including data preparation. With the help of rate making, the volume of Motor Products has increased 15% compared to the previous year.

No paper was submitted for publication.

CONTACT INFORMATION

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