

JOINT SOLUTION BRIEF

With Unqork & ForMotiv, insurance companies can harness powerful behavior intelligence functionality for their applications—without writing a single line of code.



To remain competitive in today's fast-moving marketplace, insurance companies must develop the capacity to address specific customer needs at scale. This is why the partnership between two pioneering technology providers—**Unqork** and **ForMotiv**—is a game-changer.

Unqork's advanced no-code platform allows companies to rapidly build and effectively manage complex enterprise applications, while ForMotiv's advanced digital behavioral intelligence (BI) platform provides fine-grained insights into user motives and intents. Together, these two technologies are empowering carriers to build dynamic digital experiences that can automatically adapt to the needs of customers (both existing and prospective) and drive business value.

The companies have come together to provide a number of easy-to-implement solutions across the insurance value chain.

Key Benefits

- ✓ **Improved Insights:** Scale your ability to understand user behavior at a granular level
- ✓ **Increased Revenue:** Amplify your ability to address your customers' needs and win the right business
- ✓ **Higher Customer Satisfaction:** Provide customers with meaningful services and experiences
- ✓ **Enhanced Fraud Detection:** Identify markers of potentially fraudulent actors in real-time
- ✓ **No-Code Flexibility:** Use Unqork's platform to efficiently tweak workflows and solutions to address changing business, technical, or marketplace requirements.



Use Cases



Agent Onboarding & Management

Effectively monitor agents' behavior to ensure protocols are followed and avoiding any additional unintended risk.



Digital Channel Enablement

Real-time identification of customers' buying intent—i.e., likelihood of an applicant to convert or abandon by distribution channel—and dynamically react to increase conversions.



Policy Administration

Manage the entire policy lifecycle with a platform that provides the agility to change and react to market needs and conditions.



Underwrite, Quote, Rate, Bind & Issue

Go beyond uniform population averages and understand nuanced sub-groups in regards to customer loss ratios. Price more efficiently with granular behavioral intelligence.



Fraud Lifecycle Management

Add powerful behavioral datasets to your early risk identification measures from account opening through servicing to better analyze customers and agent behaviors, and ultimately predict and proactively detect potentially fraudulent activity.

About Unqork

Unqork is the first enterprise no-code development platform. With Unqork, carriers can rapidly develop and effectively manage sophisticated insurance applications without writing a single line of code. The cloud-based platform comes “out-of-the-box” (or out-of-the-virtual-SaaS-box) with industry-specific toolsets and elements (e.g., UX, compliance engines, APIs & integrations), which work together in instant harmony—this means organizations can focus all their resources on addressing business challenges instead of technical ones.

About ForMotiv

With ForMotiv, carriers can automatically identify and react to signals in real-time and at scale. These detailed insights can power responsive digital experiences that dynamically react to user behaviors to increase conversions, enhance the customer experience, and flag potential risk. The company uses a simple three-part operational model behind any behavioral intelligence project.

Want to learn more?

For more information on Unqork, visit our [insurance solutions page](#) or [request a personalized demo](#) with one of our in-house experts.

For more information on ForMotiv, visit our [How It Works page](#) or [request a demo](#).