Rapid catastrophe response

How Suncorp's game-changing partnership with Arturo and ICEYE accelerated customer support by at least one week

In partnership with

 ARTURO

SUNCORP'S GAME-CHANGING PARTNERSHIP WITH ARTURO AND ICEYE
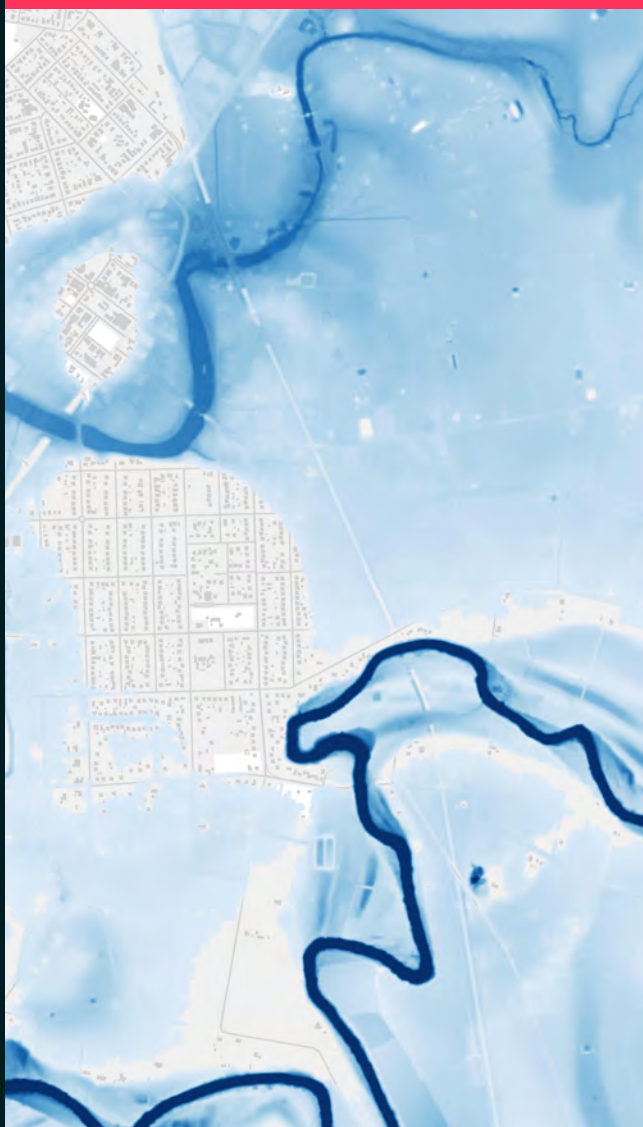
THE CLIENT

Suncorp Group

SUNCORP ⬤

Suncorp Group offers insurance, banking and wealth products and services through some of Australia and New Zealand's most recognised financial brands.

FORBES, NSW, AUSTRALIA	23.11.2022

SHEPPARTON, VI, AUSTRALIA	04.11.2022

↑   Examples of major flood events impacting Suncorp customers

ICEYE

2

THE STATE OF CLAIMS

Manual work and slow, labour-intensive processes

Before leveraging the power of Arturo and ICEYE's technology, to help with claims after a catastrophic event, Suncorp's disaster response was a manually intensive process. They relied on data from a wide variety of sources, including their on-the-ground teams and phone-in claim lodgments, to understand the full impact and respond to natural disasters.

↑   Preview of ICEYE's flood extent and depth data via the Arturo platform.

ICEYE

THE BEGINNING

Springfield Lakes in 2020: that's where it began

In 2020, Australia was affected by one of the biggest hailstorms the country had seen, with 14-centimeter hail, weighing 400 grams and hurtling at 100 kilometers per hour toward the Earth.

Proactively preparing for and responding to natural hazards has always been important to Suncorp. Following this weather event, Suncorp's Disaster Management team collaborated with Arturo to build a system to enable faster, data-driven decision making and strategy development. The team had six weeks to develop a solution that could visually display layered data, combine internal and external data sources and even ingest forensic weather systems and threat maps.

At the end of the six weeks, the initial platform was tactical, but it was the foundation the teams needed to show the true impact of weather on Suncorp policies.

"We got more than what we bargained for. It was like Google in the garage!" said Broodbank. "At the time, they said it was 'tactical' — I said it was truly amazing."

Suncorp Spokesperson

THE CHALLENGE

East Coast flooding in 2022: the rain started and just didn't stop

At the outset of 2022, the Suncorp team was faced with one of the largest events the insurance industry had ever experienced in Australia.

Starting on February 28, 2022, the East Coast of the country received a year's worth of rain in six weeks. As the rain began, the Arturo and Suncorp teams accelerated the delivery of their next solution: flooding. The ask was simple: how fast could the teams collaborate on developing analytics to understand which properties were underwater and by how much?
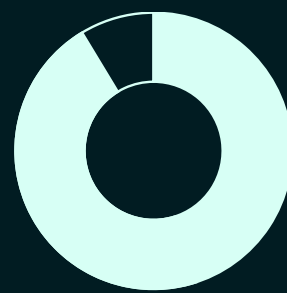
As the clock ticked, the Suncorp team identified and reviewed specialist flood suppliers, considering their solutions and workplace culture to ensure all teams could work together. For the needs Suncorp faced, ICEYE had the best-suited offering.
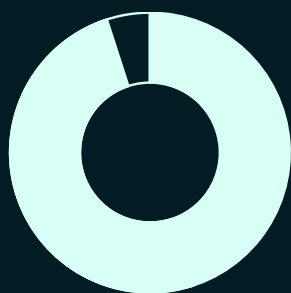
$518m
total claims paid
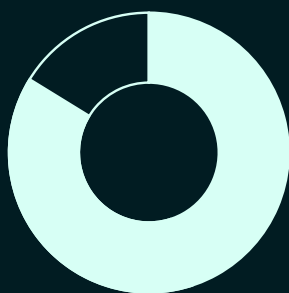
49K +
property claims

204
claims finalized per business day

↑ Suncorp Australia East Coast flood response progress at June 30, 2022

THE SOLUTION

Faster and more accurate view of floods

The innovative partnership with Arturo and ICEYE brought about a dramatic transformation in Suncorp's approach to catastrophe response.

The combination of ICEYE's observation-based insights, Suncorp's policy data, and Arturo's property insights enabled Suncorp to assess the actual impact of weather events on their policies effectively. They were able to see the flood impact to homes and develop appropriate strategies, prioritize activities, and ramp up resources before any teams were on the ground.

The flood analytics enabled Suncorp's teams to ramp up fast and be ready to support their customers. The platform's insights enabled them to develop strategies based on data even before on-the-ground teams could gain access to affected areas to provide their observations.

"The flood inundation analytics were a game changer," a Suncorp spokesperson said. "We were able to share these insights with assessing teams, showing impacts down to individual homes to enable us to cash settle content claims much faster. We also had the ability to mentally prepare our people before they were on-the-ground and proactively support their wellbeing."

SEYMOUR, VIC, AUSTRALIA   04.11.2022

ICEYE

THE RESULTS

Suncorp's response time to customers reduced by at least one week

The power of Arturo's property intelligence and ICEYE's Flood Insights allowed Suncorp to establish a significantly more efficient natural disaster approach.

Suncorp could now identify properties impacted by flooding, visualize the extent of the damage, and determine deployment strategies. The strategic use of technology significantly improved Suncorp's response time, enabling faster and more relevant messages to customers with improvements in speed to market by at least one week. And with a clearer view of their total loss properties, they could quickly prioritize response resources.

"The flood insights enabled our teams to ramp up and be there for our customers when they needed us most," said a Suncorp spokesperson. "We could proactively contact our customers with relevant and timely messages through welfare calls and SMS, offering much needed emergency support faster than before. The Springfield Lakes hail event was the catalyst to create this technology solution, and the East Coast Floods really proved its value."

MILDURA, VIC, AUSTRALIA   21.11.2022

KEY BENEFITS

A truly customer-centric approach

This streamlined approach enabled Suncorp to share this crucial information with emergency services and local governments, enhancing the overall community response to natural disasters.

By adopting a customer-centric lens and working together for the greater good with collaborative partners like Arturo and ICEYE, Suncorp proved that the right technology can deliver profound benefits for insurance companies and their customers alike.

ABOUT ICEYE

ICEYE delivers unmatched persistent monitoring capabilities for any location on earth. Owning the world's largest synthetic aperture radar constellation, the company enables objective, data-driven decisions for its customers in sectors such as insurance, natural catastrophe response and recovery, security, maritime monitoring and finance. ICEYE's data can be collected day or night, and even through cloud cover.