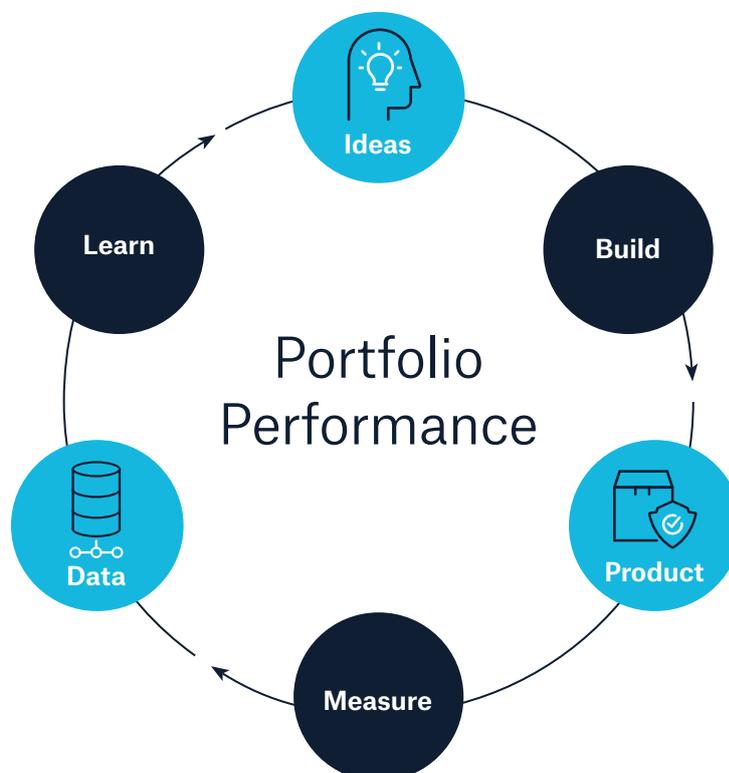


# Case study: Portfolio Performance

SEA motor insurance is fast-paced, highly competitive and regulated. Our portfolio performance solutions built on digital platforms provide transparency in a world of complexity, for you to achieve actionable insights, informed decisions and sustainable profitability for your motor book. Through continuous product discovery methodology, market feedback is continuously incorporated to push for a better product-market fit and enable your motor offerings to stay competitive and relevant.



In SEA we have successfully adopted a **Product Design ▶ Pricing ▶ Live** approach as follows.



### Product Design

Following an innovation process that allows you to start small with minimum viable products and grow smart via iterations to maximise the market success

Improving technical sophistication through enhanced rating structures, covering various aspects of the risk (driver, vehicle, location, etc.) with significant granularity

Creating meaningful customer experiences to make digital motor insurance more accessible, relatable and transparent



### Pricing

Leveraging Munich Re's global footprint and local market knowledge to optimally address challenges and learning process

Implementing advanced modelling techniques, such as AutoML, to identify new potential rating factors, assess their impact and challenge existing rating structure

Developing a strong business case for digital motor solutions with you, particularly how to strategically implement telematics in SEA markets, where adoption costs are high and take-up rates are uncertain due to low awareness



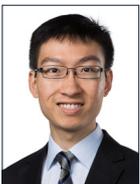
### Live

Measuring the "wellness" of the portfolio to identify loss making and profit making clients along the future history of the portfolio

Combining traditional monitoring techniques with the use of Telematics scores to better understand behaviour and riskiness of every customer and optimally react to it

Enriching portfolio understanding by listening to the Voice of the Customer in order to strengthen customer engagement and perceived value

### Our expert to contact:



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