

Case study: Retail motor pricing

From common sense to real-time navigation

Best-in-class risk modelling in a fast-changing environment



Initial situation

- The client is an established player in P&C business, losing market share in the motor business
- The local market experience an increased competition driven by the recent introduction of price comparison website
- The clients want to improve the risk selection to regain market share



Project approach

- Best-in-class risk modelling & technical price at peril level
- Machine Learning for behavioral pricing, including retention rate and conversion rate modelling
- Tailor-made impact analysis framework to improve the decision-making process



Result

- Improvement of the underwriting cycle, identifying profit making/loss making segments
- Loss ratio reduction by **~5%**, lowest in the market by now
- On-site delivery

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