



Case Study

From broker to direct insurance model



Client situation

- Leading toll collector and mobility service provider, very large client base (7mil)
- Leverage of unique mobility dataset to integrate insurance into mobility offer beyond the existing broker business



MR Value creation

- Market entry strategy, including modular product development, definition of target clients, pricing day-one and claims consulting
- Analysing > 20billion of mobility data to improve risk segmentation
- Optimizing and adjusting the street price
- Sitting in pricing & underwriting committees



Business Impact

- Live in the market in 12 months from the first ideation
- Client leveraging new unique variables to sell standard and on-demand products with tailor-made offers
- Higher conversion rate than the market average

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