a4Insurance

Underwriters decision-making automation that instantly boosts profitability

A4E
Analytics for Everyone

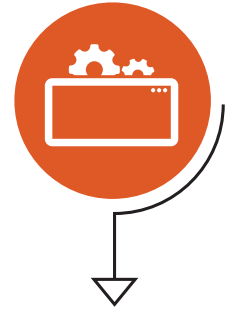**DECISION AUTOMATION**

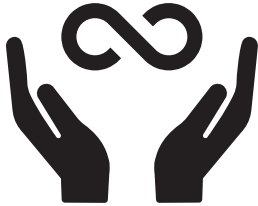**REAL TIME**

RISK MANAGEMENT

EFFICIENCY/ PROFITABILITY BOOSTER

ERP INTEGRATION

A4INSURANCE IN BRIEF

a4Insurance is an analytical tool tailor-made for the needs of the insurance sector. It relies on A4E's proprietary algorithms as well as input data available at the insurance company to score the probability of whether a particular insurance contract is going to be profitable for the company.
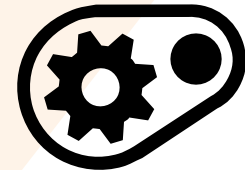
CONTRACT PROFITABILITY ASSESSMENT WITH REASONS

Knowing whether a particular insurance contract is going to be profitable or not is a crucial business advantage. By elimination of the guesswork and turning existing business data into an instant advisor is an opportunity to deploy InsureTech at its best. The profitability assessment generated by **a4Insurance** is backed up with the factors that led to a specific result.

DATA-DRIVEN DECISIONS

a4Insurance relies on risk/profitability analytical model, which is utilizing existing business data. The model can handle multiple variables including but not limited to GWP, options and limits, brokerage discount, administrative costs, age and gender distribution, company specifics, etc. **a4Insurance** is assessing the risk/profitability potential for every insurance offer in order to point out the expected outcome. The service is capable to be incorporated within the ERP environment of the insurance company. It makes the sales process faster while keeping the risk into the desired boundaries.

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AUTOMATION OF UNDERWRITERS WORK

Human work might be biased and inconsistent to a certain degree. Regarding underwriters' work, it could be extremely time-consuming. That is why **a4Insurance** is aimed to help instantly the insurance companies` staff to be more efficient in terms of initial offering to the prospective client. With the help of this tool, underwriters are not just faster at their work but also more precise, hence profitable for the company.
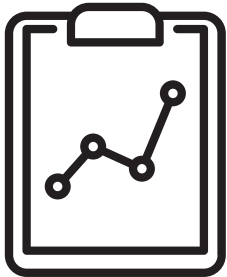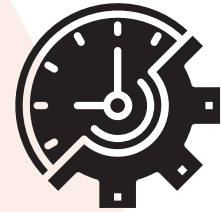
IMPROVED COMPANY PERFORMANCE AND CLIENTS PORTFOLIO

By determining the potential risk contained within the particular offer, the insurance company has access to leverage that is managing the quality of its policies, hence their financial impact. This way, the insurance companies could be more efficient in terms of their offer by being aware of the potential risk in front of any particular offer.

SHORTENED SALES CYCLE

Among the crucial impacts that **a4Insurance** is giving to our clients is the increased speed of the sales process. When there is an opportunity to decide in seconds whether an insurance policy will be profitable or losing, the team gets more time to focus on the offers within the gray area. The insurance company doesn't need anymore to go through detailed risk assessment for every particular offer, which at the end of the day means a faster and more precise offering process.

INSURANCE OFFER OPTIMIZATION

By proper determination, whether a particular insurance offer is going to be profitable for the issuer or not, insurance businesses can adjust the offer in advance to achieve the desired performance. **a4Insurance** is assessing not just the risk but is also predicting the potential claim amount. On top of this, the tool is suggesting which particular parameters should be adjusted to achieve the desired risk level, hence contract profitability.
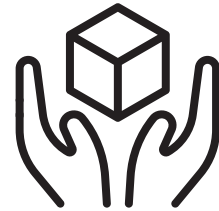
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REAL-TIME OUTPUT

A4Insurance is delivering its output in real-time. This means that the sales consultant will know the potential profitability of a particular offer within seconds. This is how the automation of the underwriters' work is enabling businesses to get a shortened and more efficient sales cycle.

BRAND NEW PRODUCTS OPPORTUNITY

Insurance companies often prefer bulk contracts since working with individuals might be inefficient, especially in specific product groups. **a4Insurance** is enabling insurance businesses to work on a granular level where the approach we have formed for our credit scoring as-a-service is allowing the development of brand new insurance products dedicated to individuals.

ABOUT

A4E is helping businesses better utilize their existing data by automating their processes in areas of decision making, demand forecasting, risk management, product portfolio mix, market basket analysis, and geo-targeting. A4E is building an analytical platform targeted to provide AI-as-a-Service for focused business solutions for SME globally.

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> **It is a capital mistake
> to theorize before one has data.**
>
> Arthur Conan Doyle