



Case Study

From Static to Strategic: AI-Powered Pricing Intelligence for Global Reinsurers

Client Overview

Facing the limitations of static actuarial rule engines, a major reinsurer implemented a comprehensive AI-powered Pricing Intelligence & Benchmarking Engine. By leveraging years of historical inquiry and claims data, the platform provides underwriters with real-time, data-backed experience rates and competitive benchmarks. This has transformed the pricing process from a manual, assumption-heavy task into a dynamic, evidence-based commercial advantage

The Challenge?



Assumption Gap

Technical rates often failed to keep pace with rapid demographic and morbidity shifts.



Underutilized Data Assets

Historical "census-level" data and inquiry outcomes were not systematically used to influence future pricing.



Market Speed

Manual pricing processes and lack of real-time decision support led to missed opportunities in competitive tenders.

Solution Delivered



Dynamic Experience Modeling

Implementation of burn-cost engines that analyze historical claims for similar groups to suggest optimized rates.



Automated Benchmarking

Real-time identification of "similar historical groups" based on industry, size, and risk patterns.



Real-Time Decision Support

A comparison layer embedded in the pricing tool that flags deviations and provides industry-specific insights as they happen.



Continuous Learning

An LLM-based "Pricing Assistant" that captures underwriter feedback to refine recommendations and validate actuarial assumptions.

The Impact

Higher Pricing Precision

Reinsurers can now validate technical rate cards against actual data-driven experience in

Enhanced Negotiation Power

Underwriters leverage specific benchmarks (e.g., historical rates for similar group sizes) to secure better terms.

Improved Win Ratios

Faster, more competitive pricing leads to a higher volume of successful inquiries.

Optimized Portfolio

Better visibility into combined ratios and loss patterns across different industry segments.

Outcome

The implementation of the Pricing Intelligence & Benchmarking Engine has successfully positioned the reinsurer as a data-forward organization. By moving beyond outdated assumptions and leveraging the full value of their data, they have significantly improved both actuarial rigor and commercial win rates.



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