



## Delivering customer and profit growth through AI-powered pricing for an insurer competing on aggregator platforms



**AI's Mission: To increase the size of the insurance book and grow underlying profit for a UK personal lines insurer competing on the 4 major aggregators.**

### Real-time AI pricing impact over a 21 day period

**+38.2%**

Profit increase

**+31.1%**

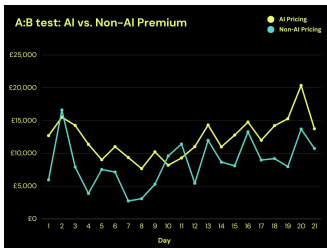
Policy increase

**+43.6%**

Premium increase

Through a series of AB tests, AI-powered pricing delivered an increase in both policy sales and profit over the 21 day period.

The insurer's objectives to deliver growth in both the insurance book and the profit were met, with AI pricing outperforming standard rates from the outset of the experimental period.



## Unlock the power of real-time AI pricing

Book your call to discuss how Nuon AI could help you meet your own growth objectives.



"We are actively working with selected insurers to bring real-time pricing AI to new markets and verticals. The insurers that move first, win. Get in touch today."

Matt Tomlinson, Co-founder @ Nuon AI

[Book A Call](#)

Nuon launched in 2021 with a distributed team across two countries building our AI solution for the global insurance industry.

Our unique real-time pricing AI solves a fundamental problem for insurers, brokers and MGAs: how to respond to market conditions fast enough to compete profitably in today's saturated high volume insurance product landscape.

Like adding an advanced 'digital brain' to pricing and underwriting, Nuon runs millions of experiments to provide insurers worldwide with a deep insight and competitive advantage.

