Project Landscaping

	Data	Information	Knowledge
Underwriting Engine	- What is the current system used for underwriting? - Is the process manual or automated? - What are the data inputs? - Are there delays in processing?	- What criteria are used to assess risk? - How often are risk pricing models reviewed for accuracy? - Does the system adapt to regulatory changes?	- What systems do competitors use? - How are their approaches different? - Are there upcoming changes in the industry that could impact underwriting?
Risk Price	- Is there access to historical risk pricing data? - Are previous models still applicable? - Are any trends influencing pricing?	- What pricing patterns exist across different customer segments? - Are specific prices discouraging buyers? - How do claims data correlate with pricing?	- How do competitors set their prices? - Are there benchmarks for pricing within the industry? - Can introducing dynamic pricing strategies help?
Margin	- What is the organisation's current profit margin on policies? - How does profitability vary by product type? - Are there untracked costs in the process?	- What external factors are impacting profit margins? - Is pricing aligned with the claims ratio? - How well do pricing strategies support profitability?	- What margins are achieved by industry leaders? - Are there inefficiencies affecting profitability? - Can technology improve overall margins?
Proposed Solutions	- Evaluate and streamline underwriting workflows to remove inefficiencies. - Consolidate and standardise data collection processes.	- Adopt predictive modeling to improve pricing accuracy. - Use insights to create cost-efficient policies without compromising quality.	- Upgrade to a modern underwriting system using AI. - Align organisational practices with industry benchmarks. - Enhance policy structures for customer satisfaction and profitability.