

Insurance Portfolio – Business Recommendations

- 1. Portfolio Growth & Product Strategy** Increase portfolio exposure in Travel insurance. Despite higher claim frequency, Travel remains a growth opportunity with strong customer demand and cross-selling potential
- 2. Regional Sales Development** Strengthen agent-driven sales in regional markets such as Sumqayit, Shaki, Quba, Mingachevir, and Shirvan, where brand awareness is lower but loss ratios are moderate and customer loyalty is higher
- 3. Channel Optimization** Promote online sales channels more aggressively to improve cost efficiency, reduce dependency on brokers, and enhance direct customer engagement
- 4. Risk and Quality Management** Investigate the discrepancy between total and approved claim amounts in the Travel segment. The gap suggests potential issues in claim documentation quality, fraud risk, or inconsistent underwriting rules
- 5. Broker Performance Insight** Analysis shows that TrustLine delivers strong premium volumes with the lowest claim ratio, indicating high-quality risk management. The company should expand cooperation with TrustLine, possibly through commission bonuses or portfolio discounts. Conversely, EuroBroker AZ shows a relatively high claim ratio, signaling potential portfolio losses. Management should tighten collaboration terms or limit exposure with this broker until claim patterns stabilize