

Breaking free from the competition

Life's a beach with a 38% profit increase for this UK travel insurer selling on the big four



THE PROBLEM

The UK travel insurance market is overcrowded, with companies often fighting over similar, low value business. To win here, pricing strategies have to be extremely dynamic, and the frequent adjustments they need cost time, money, and resources. Add in the aggregators, and competition goes off the scale. We believe AI solves a fundamental problem for insurers, brokers and MGAs: how to respond to market conditions fast enough to compete profitably.

THE ASK

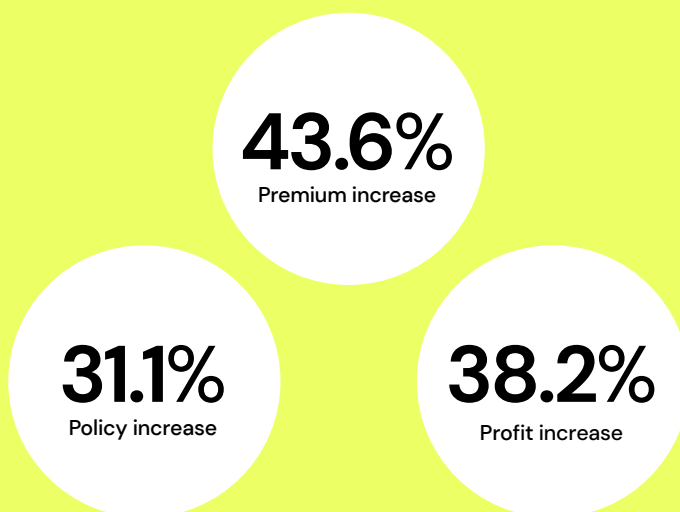
This mid-sized travel insurance broker* asked us to increase profit with a focus on renewals.

THE TEST

In a live AB test we compared quotes being put through our AI before presenting them to the customer, with quotes going straight to the customer without any AI applied.

THE RESULTS

As we **identified optimal price points**, our AI **grew premium by over 43%** and **overall profit by 38%** compared to the non-AI control group.



CONCLUSION

Nuon AI's powerful proprietary pricing algorithms significantly improves **profitability** by **selectively adjusting** the most profitable portion of the book.

Unlock the power of real-time AI pricing

Ready to see what nuon.ai can do for you? Get in touch

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Schedule

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* This case study is anonymised for client confidentiality.