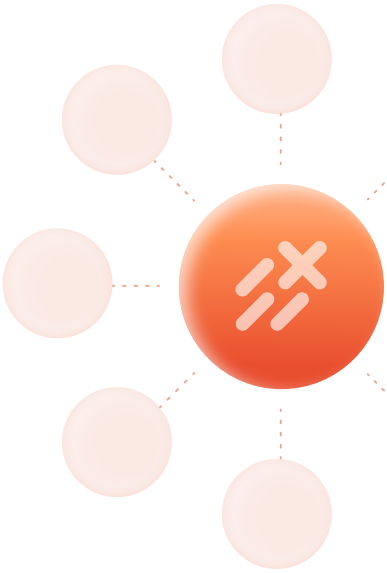
Optimise Pricing and Maximise Profitability with Earnix Price-It

Price-It empowers pricing and product teams to create competitive, informed pricing strategies through data-driven pricing optimisation. Our dynamic pricing solution is backed by robust data science, analytical modeling, and AI capabilities.



From Simulation to Testing Without the Handoffs

Traditional insurance systems do not allow for pricing and rating to occur in the same system. With single infrastructure pricing and rating, all teams are working seamlessly with the same information.

Centrally manage and control every aspect of your pricing decisions and manage prices across brands while simulating business scenarios. Monitor key performance indicators to achieve corporate performance objectives, including profits, growth, volume, and retention targets.

Features

Data Management

Prepare data from any source, 1st party, or 3rd party, for modelling.

Modelling

Build or import any model, use statistics or Machine Learning and AI.

Pricing

Determine your best pricing & rating strategy, run what-if analyses & simulations.

Rating

Instantly deploy your new pricing and product personalisation strategy via any digital channel, including dynamic responses.

End-to-End

Manage and control all aspects of a pricing decision (including governance) in one place.

Benefits

- Faster time-to-market
- Reduction in errors and project management time
- Collaborative environment for deep analytical work
- Enterprise-grade scalability and performance
- Increase customer retention
- Achieve business growth

The Earnix Customer Experience

The Earnix solution delivers impactful results proven through over 20 years of experience with over 100 customers across six continents.

Customer Results

Improving Pricing Speed and Performance	A large European insurer wanted to be able to make real-time pricing as well as different pricing strategies for each product. They used Earnix to connect to their pricing execution system which enabled them faster time-to-market, deeper analytical insight into drivers for changing pricing and a 1.6% GWP net profitability increase.
Reducing Cancellation Rates with Better Pricing	A European auto-insurance company had challenges with high cancellation rates and couldn't foresee pricing impact on demand and cancellations. They used Earnix's advanced analytics to understand the correlation between pricing/cancellation, roll out new price strategies to reduce cancellation and increase GWP net profitability by 1.2%.
Reducing Dependence on Pricing Consultants	One of the largest and fastest growing personal lines intermediaries in its national European market used proprietary algorithms that adapt to optimise commissions. They wanted more sophisticated pricing analytics capabilities that could empower the internal team. Earnix implemented a new process for premium adjustment based on sophisticated algorithms which improved their overall results within just three months; a 3% profit improvement in first year on premiums written.

Major European Insurers Use Earnix

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Ready to learn more about how we are revolutionising rating and pricing?

Request a Demo