

# U.S. insurer maps out a competitive future

## Case Study

### The Client Challenge

Insurers can rarely tread water in fast-moving personal lines insurance classes, such as auto and homeowners. Having worked with Willis Towers Watson on various pricing initiatives, a U.S.-based company decided it was ready to rethink certain aspects of its business to improve longer-term competitiveness and return on capital.

### Our Solution

Building on previous work to introduce more sophisticated and flexible pricing capability, a major focus was the development of a pricing roadmap to help the company transform and set ambitious, but achievable, operational targets. Alongside this work, our Insurance Consulting and Technology business conducted an organizational structure review of the company's actuarial and analytical functions in order to evaluate the skills and responsibilities of the teams and recommended changes to meet future objectives.

The client also wanted to revamp its approach to reinsurance – to view it in a more holistic manner, while still providing proper protection, cost-effectiveness and efficiencies. Our approach was to implement a more efficient and consolidated reinsurance placement and an updated internal pooling arrangement. Willis Re delivered this piece as well as other value-adding services for the client.

### The Outcome

With this project, we enabled the insurance company to better align pricing and capital management with its business strategy. The client saw the value and efficiency of working simultaneously with Willis Towers Watson's insurance consultants and reinsurance brokers.

### Further Information

For more information please contact [insurer.solutions@willistowerswatson.com](mailto:insurer.solutions@willistowerswatson.com)

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## About Willis Towers Watson

Willis Towers Watson (NASDAQ: WLTW) is a leading global advisory, broking and solutions company that helps clients around the world turn risk into a path for growth. With roots dating to 1828, Willis Towers Watson has 45,000 employees serving more than 140 countries and markets. We design and deliver solutions that manage risk, optimise benefits, cultivate talent, and expand the power of capital to protect and strengthen institutions and individuals. Our unique perspective allows us to see the critical intersections between talent, assets and ideas – the dynamic formula that drives business performance. Together, we unlock potential. Learn more at [willistowerswatson.com](http://willistowerswatson.com).