

Improve underwriting performance through prioritised submission inboxes

Most underwriters spend at least half their working time on data collection and administrative tasks.

With Cytora Prioritise insurers can build prioritised inboxes that enable underwriting teams to focus on the most attractive risks and grow premium.



Underwriter time is a valuable resource but is often under optimised

For most commercial insurers, prioritising submissions is an unsystematic process that relies on first-in-first-out responsiveness to brokers. This leads to missed opportunities and has a negative impact on growth and profit.

For insurers who want to improve underwriting performance, using prioritised submission inboxes to identify the most relevant, in-appetite submissions for underwriting teams can significantly improve capacity and results without increasing costs.

With this approach, insurers can free up underwriting teams to focus time on the most attractive risks, and spend more time on growth enabling activities.

With Cytora Prioritise, underwriting teams can process more submissions

Step 1: Use external data to create a comprehensive picture of the risk

The first step to developing a prioritised submission inbox is to build the most comprehensive picture of the underlying risk. Underpinned by external data and machine learning, the Cytora Prioritise API automatically gathers information about risk submissions, enabling insurers to make a quick initial decision about a submission using programmed underwriting rules. This sharpens risk differentiation and focuses underwriter time on the most attractive business.

Step 2: Build prioritised submissions inboxes

Using prioritisation rules and predictive models, the Cytora Prioritise API delivers underwriting recommendations and automation that ranks submissions for underwriting teams based on appetite. This approach enables insurers to increase capacity without adding any additional underwriting resource or increasing costs.

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| Prioritise API | Qualify and prioritise submissions for underwriting teams |
| Insurer type: | UK commercial insurers writing mid-market and SME business handled by an underwriting team |
| Distribution: | Open market systems |
| LoB: | Property, commercial combined, liability |

Key benefits

1. See the full picture

Augment key information in submissions to build the most comprehensive view of the underlying risk

2. Take every opportunity

Create intelligent recommendations for underwriting teams to increase capacity and improve quote to bind ratio

3. Reduce inefficiency

Automate repetitive tasks such as data retrieval to free up underwriter time for risk assessment and relationship building

Case Study | A UK mid-market insurer uses the Cytora Prioritise API to increase quote volume

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| Customer Challenge | A UK insurer contacted Cytora seeking to grow premium in mid-market property and liability lines. With more than 50% of underwriter time spent on data collection and administration the company wanted to free up underwriting teams to work on winning the most attractive risks. |
| Line of Business | Mid Market Property and Liability Lines |
| Users | 30 UK underwriters |
| Business Objectives | <ol style="list-style-type: none"> 1. Enable premium growth within existing appetite 2. Reduce expenses without sacrificing underwriting quality or broker relationships |
| Use Case | Use Cytora’s Prioritise API to automatically classify submissions based on appetite and profitability and pass back an underwriting recommendation |
| Results | <ol style="list-style-type: none"> 1. Make first pass/reject decision in minutes 2. 30% saving of underwriter time enables increased quote volume |

Working with us

Integrating with Cytora couldn't be easier. Your team can start using our APIs in your underwriting in just a few lines of code.

We provide full documentation, and integration support for developer teams, enabling you to quickly get up and running with Cytora.

We support your business teams to work with the new information, and help them discover new uses for Cytora APIs.

Contact us to learn more

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