

SHIFT

A Path to Improve Combined Ratios with Shift AI

According to the Insurance Information Institute, underwriting losses are forecast to extend throughout 2025 and the industry is expected to close out 2023 with an average combined ratio of more than 102%. With Shift, insurers can take steps now to lessen future profitability issues by applying advanced AI throughout the policy and claims lifecycle.¹



Top Challenges Impacting Combined Ratios and Profitability

Rising Claims Costs

Due to inflation, higher claim frequency and intensity of large loss events.

Competition

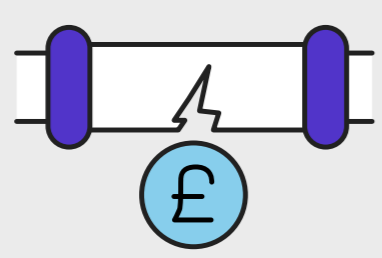
Insurers are losing ground to higher efficiency competitors and exiting markets altogether due to current conditions.

Insurance Affordability

Negative trends are forcing insurers to increase rates - impacting growth and retention; insurance rates are forecast to increase 8.4% in 2023 - almost double inflation at 4.9%.

Applying Shift's AI to various processes throughout the policy and claims lifecycle can result in £20M in annual savings for every £800M in DWP.²

£4M



Avoid **£4M** in policy fraud and misrepresentation

Identify and prevent risk before it becomes a part of your book of business.

£8M



Stop **£8M** in claims fraud and minimise total losses

Detect and investigate claims fraud with higher accuracy and speed.

£8M



Increase subrogation recoveries by **£8M**

Detect subrogation opportunities that might otherwise be missed.

AI as a Force Multiplier

AI can be applied individually to various processes throughout the policy and claims lifecycle to help insurers improve their combined ratios. And while improving combined ratios by just a few points can mean the difference between suffering a loss, breaking even, or reporting a profit, the use of multiple complementary AI-powered solutions can be a game changer.

[Learn more](#)

1. Insurance Information Institute, P/C Underwriting Losses Forecast To At Least 2025, August 2023

2. £20M in annual returns for every £800M in DWP

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About Shift Technology

Shift Technology delivers AI decisioning solutions to benefit the global insurance industry and its customers. Our products enable insurers to automate and optimize decisions from underwriting to claims, resulting in superior customer experiences, increased operational efficiency, and reduced costs. The future of insurance starts with Decisions Made Better.

Learn more at www.shift-technology.com/en-gb/