

BEYOND EMERGING RISKS:
**INNOVATING RESILIENCE AND
ADAPTATION**



13th to 15th Nov || Mombasa, Kenya



Enhancing the Actuarial Control Cycle using Adaptive Profit Testing

Yvonne Mwakio

Martha Onwong'a

Zamara Actuaries, Administrators and Consultants Limited



Introduction

Insurance Industry Commentary; Profits

Adaptive Experimentation



Case Study

- ✓ *Project A: Revenue the first year surpasses expectations.*
- ✓ *Project B: Would generate revenue, as well as driving interest to other existing company offering.*

Suggested Approach



“FAIL FAST, FAIL CHEAP”
EXPERIMENTAL APPROACH.

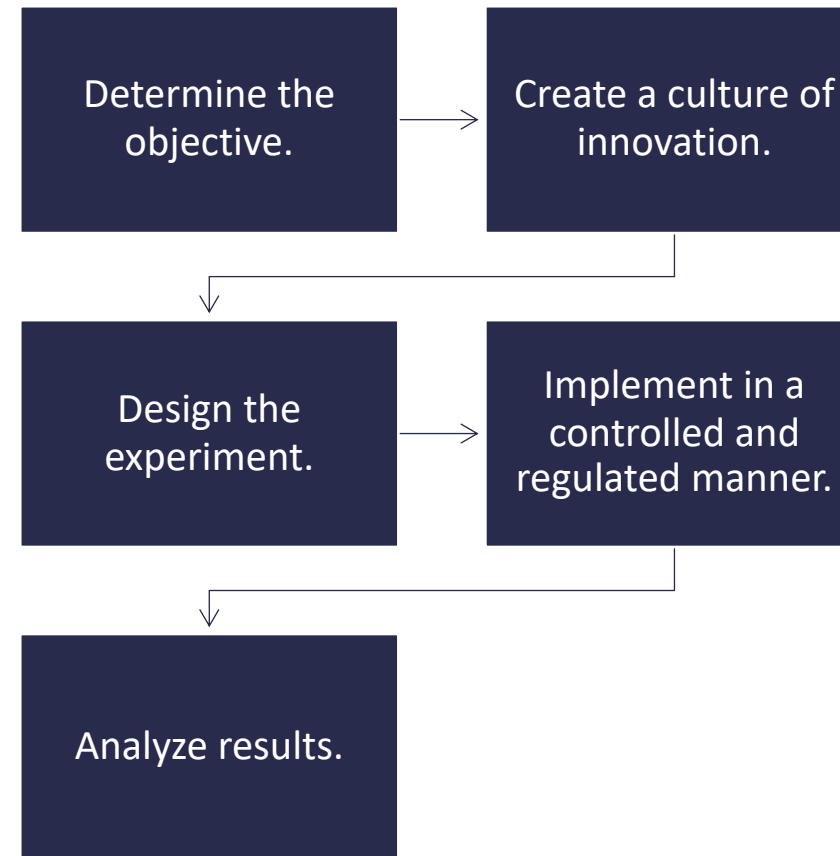


Current Trends

- Google – X Labs; “Rapid Eval”
- Facebook – “Airlock”
- Uber vs Lyft



Increase Profits with Adaptive Experimentation

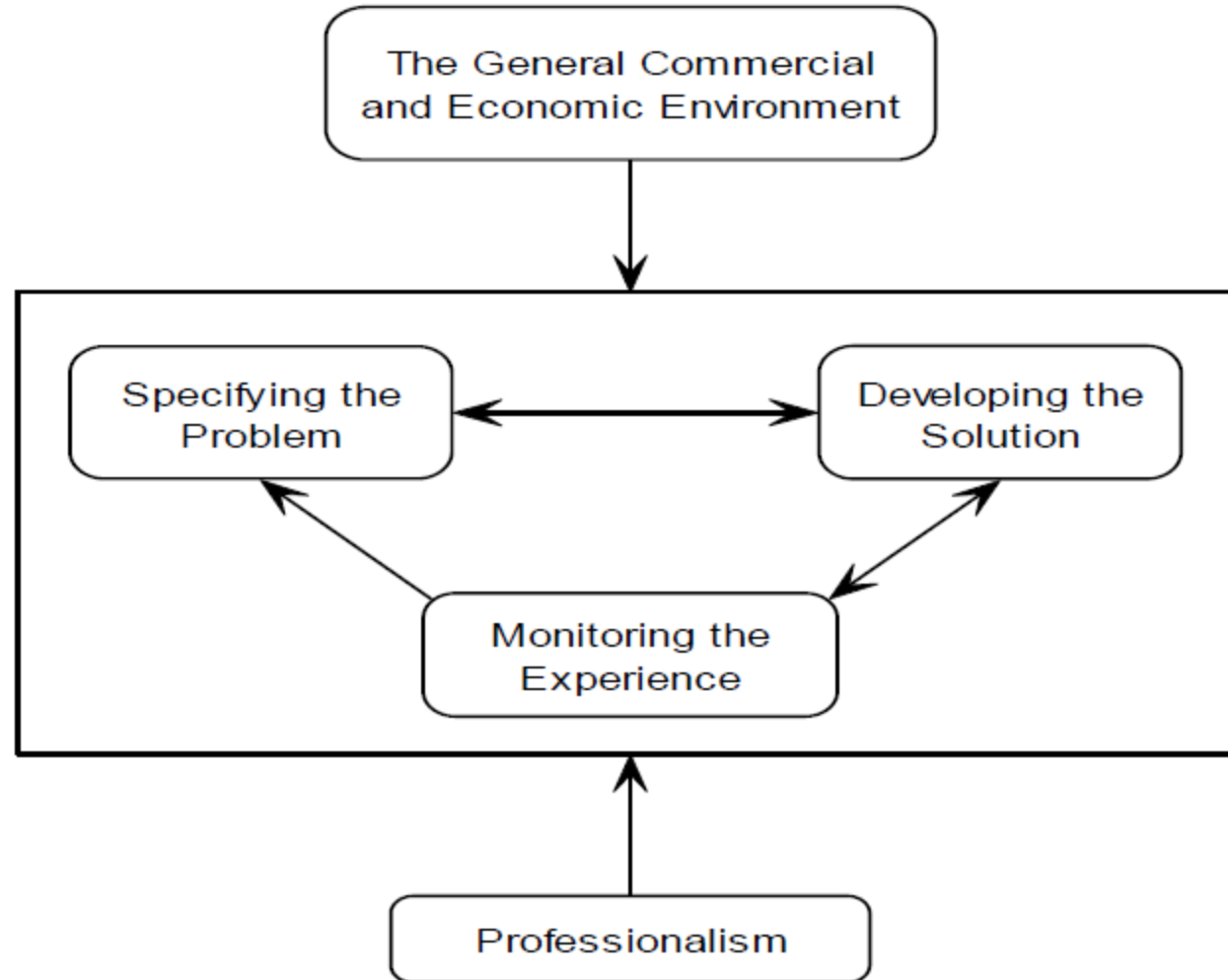


Step 5 lets you refine your approach and decide on your next objectives as you circle back to Step 1.

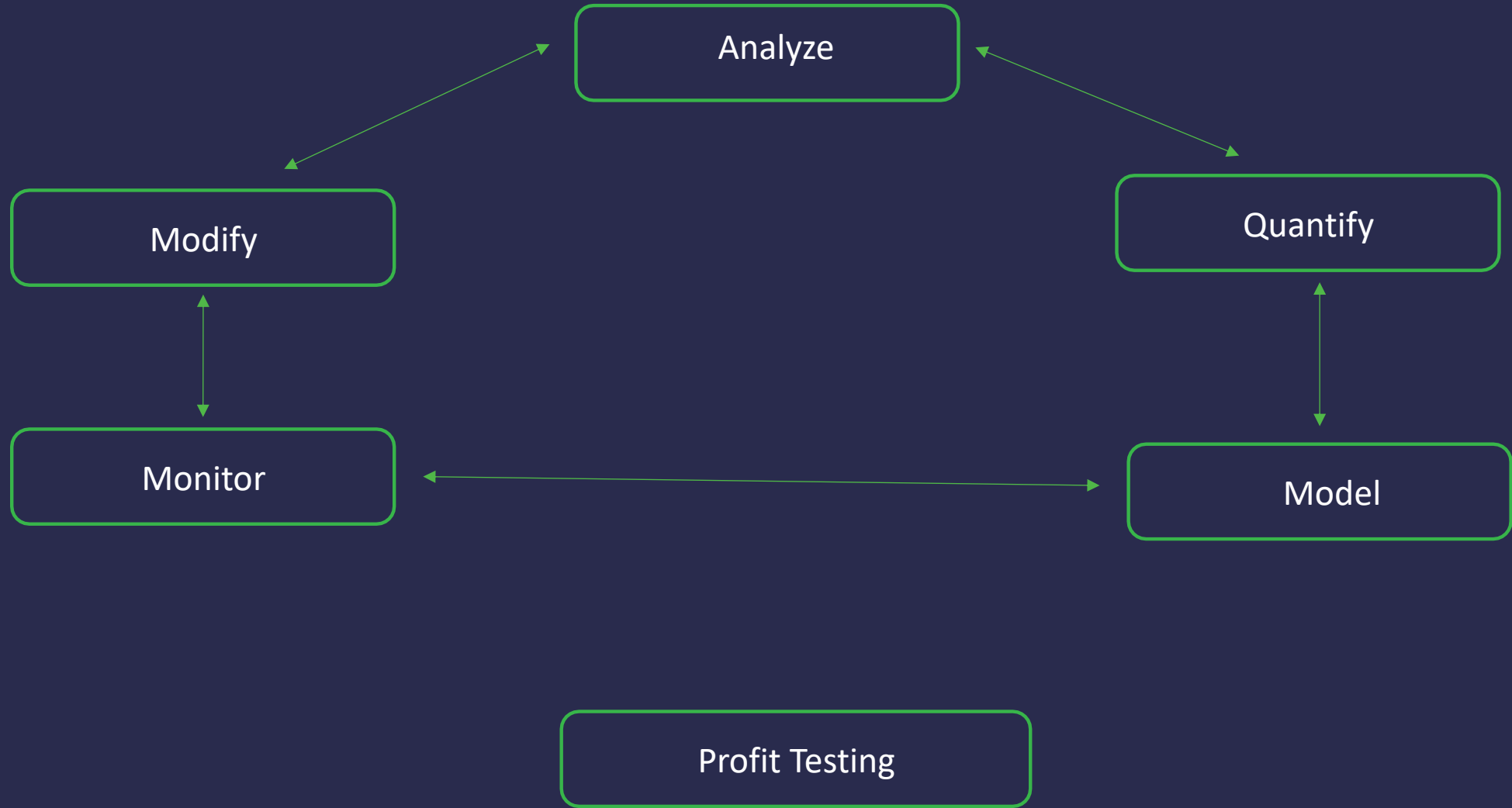
The Actuarial Control Cycle



The Actuarial Control Cycle : Framework



BEFORE



AFTER



Adaptive Profit Testing



Adaptive Profit Testing

Overview



Improvement.



Adaptive Profit Testing

Stress testing.

Why?

How?

Result?

Goal:

- Profitability.
- Marketable.
- Resilient.

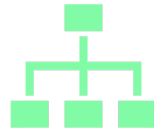
Key Stakeholders



Key Stakeholders



Actuaries



Executives



Marketing



IT



Significance of Profit Testing

Significance of Adaptive Profit Testing

Management Decisions

Monitoring Experience

Customer Feedback

Improved Product

Innovation





Any Questions?

zamara 
Powering Prosperity

A close-up photograph of several palm fronds against a solid teal background. The fronds are dark green and have a feathery, segmented appearance. They are arranged in a way that creates a sense of depth and texture. The lighting is soft, highlighting the edges of the leaves.

Thank You!

The Presenters



Martha Onwong'a

Actuarial Analyst



Yvonne Mwakio

Actuarial Analyst