QUEST Professional Center

PROFESSIONAL TRAINING COURSE

Course No. 1877

Insurance Product Portfolio Management Training Course

INSURANCE PRODUCTS & PRICING
INSURANCE & RISK MANAGEMENT

DURATION
5 Days

DELIVERY
Classroom

Course Overview

This professional training course provides a comprehensive framework for managing insurance product portfolios strategically and commercially throughout their lifecycle. It focuses on how insurers can optimize product mix, market positioning, customer value, profitability, growth, and risk while ensuring that products remain aligned with changing market conditions and customer needs.

The course examines the full insurance product portfolio lifecycle, from product strategy and portfolio segmentation to product performance analysis, pricing, underwriting performance, distribution, customer behavior, profitability, product rationalization, and continuous improvement. Participants will learn how to evaluate individual products as well as the overall portfolio and make informed decisions regarding growth, redesign, repositioning, or withdrawal.

A strong emphasis is placed on portfolio analytics and performance management. Participants will explore premium growth, claims experience, loss ratios, profitability, retention, customer acquisition, market penetration, channel performance, product concentration, risk exposure, and capital considerations. The course demonstrates how these indicators can be integrated into a comprehensive portfolio management framework.

The program also addresses product governance, risk management, regulatory considerations, customer outcomes, product innovation, and strategic portfolio optimization. Participants will develop practical approaches for balancing commercial opportunities with underwriting discipline, profitability, customer value, operational efficiency, and sustainable long-term portfolio performance.

Objectives

- By the end of the course, participants will be able to:
- Analyze the strategic role of insurance product portfolio management in sustainable business growth.
- Evaluate product portfolios according to market demand, customer value, risk, profitability, and strategic importance.
- Develop effective insurance product portfolio strategies aligned with corporate objectives.
- Apply portfolio segmentation techniques to identify high-growth, high-value, and underperforming products.

- Analyze product performance using premium, claims, loss ratio, retention, profitability, and market indicators.
- Assess the relationship between product pricing, underwriting performance, distribution, and portfolio profitability.
- Identify product concentration, accumulation, and risk exposure within insurance portfolios.
- Evaluate opportunities for product enhancement, redesign, repositioning, expansion, or rationalization.
- Use customer and market analytics to identify emerging product opportunities and changing customer needs.
- Strengthen coordination between product management, underwriting, pricing, claims, distribution, and risk functions.
- Establish product portfolio dashboards, performance indicators, and review mechanisms.
- Apply product governance, customer protection, compliance, and risk management principles.
- Develop strategic actions to improve product portfolio performance, competitiveness, and profitability.

Who Should Attend

This course is designed for professionals responsible for insurance product strategy, portfolio management, product development, underwriting, pricing, distribution, marketing, customer experience, and commercial performance.

It is particularly suitable for Insurance Product Managers, Product Portfolio Managers, Underwriting Managers, Pricing Managers, Portfolio Analysts, Business Development Managers, Distribution Managers, Marketing Managers, Customer Experience Managers, Risk Managers, and professionals involved in product performance and lifecycle management.

The course is also valuable for executives and decision makers responsible for insurance growth, product profitability, market expansion, portfolio optimization, risk exposure, product governance, and strategic business performance.

Learning Outcomes

- Upon completion of the course, participants will be able to:
- Explain the principles and strategic importance of insurance product portfolio management.
- Assess the structure, composition, and strategic contribution of an insurance product portfolio.
- Segment products according to growth potential, profitability, risk, customer value, and market position.
- Analyze product performance using financial, underwriting, customer, and market indicators.
- Evaluate premium growth, claims performance, loss ratios, retention, profitability, and market penetration.
- Identify underperforming, high-risk, mature, and high-potential products.
- Assess the impact of pricing, underwriting, claims, and distribution decisions on product performance.
- Evaluate product concentration and portfolio risk exposures.
- Develop product improvement, redesign, repositioning, and rationalization strategies.
- Use customer and market data to identify opportunities for product innovation.
- Develop product portfolio performance dashboards and key performance indicators.
- Strengthen product governance and cross-functional decision-making.
- Apply risk, compliance, and customer protection principles to product portfolio decisions.
- Align product portfolio decisions with corporate strategy and risk appetite.
- Develop an actionable product portfolio optimization plan.

Course Outline

DAY 01

Insurance Product Portfolio Strategy & Lifecycle Management

- Fundamentals of insurance product portfolio management.
- Strategic role of product portfolios in insurance growth and profitability.
- Insurance product lifecycle and portfolio management stages.
- Product portfolio structure and composition.
- Market segmentation and customer needs.
- Product positioning and competitive differentiation.

DAY 01 — CONTINUED

- Aligning products with corporate strategy and target markets.
- Identifying strategic products and priority portfolio segments.
- Product development, launch, maturity, and exit decisions.
- Portfolio review frameworks and strategic decision-making.

> **PRACTICAL APPLICATION**
>
> Mapping an insurance product portfolio and identifying strategic priorities across products.

DAY 02

Product Performance, Pricing & Underwriting Analysis

- Measuring insurance product performance.
- Premium growth and portfolio development.
- Claims frequency, severity, and loss experience.
- Loss ratios and underwriting profitability.
- Pricing adequacy and product competitiveness.
- Relationship between pricing and customer behavior.
- Underwriting performance by product and customer segment.
- Retention, renewal, and customer acquisition analysis.
- Product profitability and contribution analysis.
- Identifying performance deterioration and early warning indicators.

> **PRACTICAL APPLICATION**
>
> Conducting a product performance review using financial, claims, pricing, underwriting, and customer indicators.

DAY 03

Portfolio Risk, Profitability & Distribution Performance

- Identifying product portfolio risk exposures.
- Product concentration and accumulation risks.

DAY 03 — CONTINUED

- Geographic, customer, industry, and channel concentration.
- Linking portfolio risk with underwriting strategy.
- Product profitability and return analysis.
- Distribution channel performance by product.
- Product-channel alignment and market reach.
- Cross-selling and up-selling opportunities across product portfolios.
- Capital and risk considerations in product portfolio decisions.
- Balancing growth, profitability, customer value, and risk.

PRACTICAL APPLICATION

Developing a portfolio risk and profitability assessment for a selected group of insurance products.

DAY 04

Product Innovation, Optimization & Rationalization

- Identifying changing customer needs and market opportunities.
- Market and competitor analysis for product development.
- Using customer data and analytics for product innovation.
- Product enhancement and redesign strategies.
- Product repositioning and value proposition improvement.
- Developing new insurance product opportunities.
- Evaluating product viability and commercial potential.
- Product rationalization and management of mature or underperforming products.
- Managing product transitions and customer impact.
- Building continuous product improvement processes.

PRACTICAL APPLICATION

Developing an optimization or redesign proposal for an underperforming insurance product.

DAY 05

Product Governance, Portfolio Monitoring & Strategic Optimization

- Insurance product governance frameworks.
- Roles and responsibilities across product, underwriting, pricing, claims, distribution, and risk functions.
- Product compliance and customer protection.
- Product performance dashboards and key performance indicators.
- Monitoring growth, profitability, claims, retention, market share, and risk.
- Portfolio review and management reporting.
- Scenario analysis and strategic portfolio decisions.
- Developing product portfolio optimization priorities.
- Aligning portfolio decisions with business strategy and risk appetite.
- Continuous improvement and long-term portfolio sustainability.

FINAL WORKSHOP

Developing an integrated insurance product portfolio management plan covering portfolio segmentation, performance analysis, pricing, underwriting, profitability, risk exposure, distribution, customer value, product innovation, rationalization, governance, performance monitoring, and strategic optimization.

Register or Request More Information

Course page: https://quest-training.com/courses/insurance-product-portfolio-management-training-course
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