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COURSE BROCHURE

# AI in Insurance Customer Churn Prediction Course

21 – 25 June 2027
London

# AI in Insurance Customer Churn Prediction Course

**Ref:** 103_2584 **Date:** 21 – 25 June 2027 **Location:** London **Fees:** 5900 GBP

AI in Insurance Customer Churn Prediction is a 1-week training course for insurance retention managers, actuarial analysts, customer analytics leads and underwriting managers, ending with a policyholder retention model and action plan. Price comparison sites and digital brokers make switching insurers easy at every renewal, so carriers need to know which policyholders are likely to lapse and which offers keep them profitably. Jupiter Prime Training runs this AI in Insurance Customer Churn Prediction course.

## Why AI in Insurance Customer Churn Prediction Matters Now

Comparison platforms show rival quotes within seconds of a renewal notice. Acquisition costs for new policyholders keep rising, while premium increases after claims push good risks away. Customer advocates and pricing reviewers expect retention offers to treat similar customers fairly rather than penalise inertia. An insurer that predicts lapse well keeps profitable motor, health and life customers at lower cost; one that predicts badly discounts customers who would have stayed and loses those it needed. The course draws on ISO/IEC 42001 for AI management systems and the NIST AI Risk Management Framework NIST AI RMF for validating churn models.

## Who Gains Most from AI in Insurance Customer Churn Prediction

- Retention leads who own renewal journeys, save desks and win-back campaigns
- Actuarial analysts who model lapse rates, persistency and lifetime value
- Customer analytics leads who build features, scores and dashboards
- Underwriting heads who balance renewal pricing against portfolio risk
- Distribution leads who manage broker, agency and direct renewal channels

A general, health or life insurer gains most when its retention, actuarial and pricing leads attend together and agree one definition of a lapse.

## AI in Insurance Customer Churn Prediction Capabilities

Participants use policy, claims and payment histories from motor and life portfolios to judge where a score triggers an offer and where an adviser calls.

- Assess lapse prediction features from payments, claims and service contacts — customer analytics leads
- Build survival curves that show when each segment is most likely to leave — actuarial teams
- Specify explainable churn scores that save-desk advisers can act on — retention managers
- Design uplift models that target renewal offers only where they change behaviour — pricing committees
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Test churn models for fairness across age, region and channel segments — model risk reviewers
- Calculate saved premium and offer cost for a retention action plan — finance partners

## Key AI in Insurance Customer Churn Prediction Terms

- Policy lapse — a policy that ends because the customer stops paying or does not renew.
- Persistency — the share of policies still in force after a set period.
- Survival analysis — modelling the time until lapse, showing when risk peaks for each segment.
- Churn score — a model's estimate of how likely a policyholder is to leave before or at the next renewal.
- Uplift modelling — predicting how much an offer changes a customer's chance of staying.
- Customer lifetime value — expected profit from a policyholder across future renewals after claims.

## AI in Insurance Customer Churn Prediction Day by Day

## Day 1: The Retention Challenge in Insurance

- Renewal Journey Mapping — Notices, Quotes and Switching Points
- Motor and Life Portfolio Case Comparison — Contrasting Lapse Drivers
- Price Comparison and Broker Influence — Shopping Behaviour at Renewal
- Policyholder Data Readiness — Policy, Claims and Payment Records
- Retention Maturity Check — Scores, Offers and Save-Desk Skills

## Day 2: Building Churn and Lapse Models

- Lapse Prediction Features — Payment Gaps, Claims and Complaints
- Gradient Boosting Churn Models — Accuracy Versus Interpretability
- Survival Analysis for Persistency — Timing of Lapse Risk
- Model Validation on Holdout Renewals — Calibration and Stability
- Customer Lifetime Value Estimates — Which Customers to Keep

## Day 3: Explaining Scores and Targeting Offers

- Explainable Churn Scores — Reason Codes for Advisers
- Uplift Modelling for Renewal Offers — Persuadable Policyholders
- Next Best Retention Action — Discount, Cover Change or Call
- Save-Desk Scripts From Model Reasons — Adviser Conversations
- Broker and Agency Alerts — Sharing Lapse Risk With Intermediaries

## Day 4: Fair Pricing and Model Assurance

- Price Walking and Loyalty Penalty Checks — Fair Renewal Pricing
- Fairness Testing Across Customer Segments — Age, Region and Channel
- Champion and Challenger Testing — Measuring Saved Premium
- NIST AI RMF Measure Function — Drift in Churn Models
- ISO/IEC 42001 Controls — Ownership, Review and Override Rules

## Day 5: Practising the Policyholder Retention Model and Action Plan

- Renewal Map and Data Readiness From Day 1 — Starting Position
- Churn and Survival Models From Day 2 — Risk Ranking
- Explainable Scores and Uplift Targeting From Day 3 — Offer Rules
- Fairness and Assurance Checks From Day 4 — Safeguards
- Policyholder Retention Model and Action Plan — Costed Version for Approval

## Applying AI in Insurance Customer Churn Prediction After the Course

- Score next month's renewals with a churn model and compare predicted with actual lapses.
- Run a champion and challenger test where only high-uplift policyholders receive the retention offer, and measure saved premium.

## AI in Insurance Customer Churn Prediction Questions FAQ

### What is AI in insurance customer churn prediction and why does it matter now?

AI in insurance customer churn prediction is the use of models to estimate which policyholders will lapse, when and why, and which offers keep them. It matters now because switching is easy and acquisition costs keep rising.

### Which roles gain most from AI in insurance customer churn prediction training?

Insurance retention managers, actuarial analysts, customer analytics leads and underwriting managers gain most. Distribution leads also benefit, because brokers and agents influence many renewals.

### How does AI in insurance customer churn prediction differ from a general customer analytics course?

It focuses on insurance renewals, policy lapse, persistency and fair renewal pricing rather than generic retail churn. You build survival and uplift models on policy, claims and payment records.

### What do you bring back from AI in insurance customer churn prediction training?

You bring back a policyholder retention model and action plan. It ranks lapse risk, explains scores, targets offers by uplift and sets fairness checks and saved-premium targets.

## AI in Insurance Customer Churn Prediction: The Way Forward

The policyholder retention model and action plan informs the first decision: which renewal segments receive offers, calls or no action next month. Retention, actuarial and pricing leads use it in weekly renewal meetings. After the first quarter, revisit the uplift targeting and the fairness results, because competitor pricing and customer shopping habits change quickly.