

# The Hi Marley Insurance Cloud

The Intelligent Conversational Platform Built for P&C Insurance



Hi Marley is a purpose-built conversational platform that enables simple, lovable communication across the entire insurance ecosystem while driving superior business outcomes and customer satisfaction.

## Platform Capabilities



### Collaboration Hub

Connect the full insurance ecosystem using omni-channel communications that span SMS, mobile apps, websites and beyond. Employees facilitate outbound messaging to targeted customers and receive real-time alerts for inbound communications. Improve efficiency and productivity with embedded team features like message templates, scheduled messaging and shared case notes.

## Why Hi Marley

- **Positively Transform the Customer Experience**

Average rating of 4.7 out of 5 stars per claim

- **Improve Customer Retention**

98% customer retention

- **Increase Handling Efficiency & Reduce Employee Stress**

35% reduction in call and voicemail volume

- **Create Desired Claims Outcomes**

3 day reduction in cycle time



### Real-Time Coaching

Hi Marley's Coaching capabilities provide tailored insights and in-app "needs attention" alerts that amplify the voice of the customer while empowering employees to proactively engage and de-escalate potential issues. Coaching also enables organizations to uncover improvement areas and identify, adopt and scale best practices.

“Hi Marley has a deep understanding of the insurance industry and is a true partner in developing processes to enhance communication with our customers when they need us most.”

**JEFFREY GAGNON**

Department Vice President of Service Center Operations, Amica Insurance



**Network Ready**

Power your digital engagement strategy with 45+ webhooks and APIs that securely connect Hi Marley with your core systems and third-party technology providers. Our integrations with leading core insurance systems such as Guidewire and Duck Creek ease implementation while ensuring the Hi Marley Insurance Cloud captures conversational data, case notes and engagement activity.



**Secure Communication**

Hi Marley is SOC2 compliant. With automated documentation of SMS conversation transcripts, permission settings for case visibility, redaction, audit logging, opt-in/opt-out support and more, the platform contains the workflows, security and compliance features carriers need to mitigate risk and confidently deploy texting.



**Enhanced Automation**

Automated workflows and AI-enabled features improve productivity. Our message intelligence engine translates conversations across 19 languages, easing communication and instilling trust. Scheduled communication triggers messages based on specific criteria. Enterprise-grade management features allow employees to cover customer requests for colleagues, improving internal collaboration and customer satisfaction.



To learn more or request a demo, visit [himarley.com!](https://himarley.com)



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