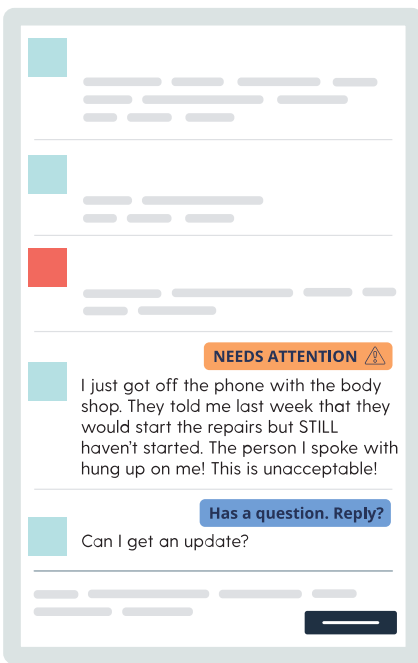


Accelerate Efficiency and Improve Performance with On-the-Job Coaching and Insights



Tailored performance insights and AI-driven alerts empower employees with real-time notifications to improve the customer experience.



Real-time alerts enable operators to shift from reactive to proactive engagement with the customer

Hi Marley's Coaching capabilities allow employees to shift from reactive to proactive to improve efficiency and facilitate lovable customer experiences.

With Coaching, Hi Marley extends beyond a communication platform and leverages data, AI and workflows to amplify the voice of the customer while assisting employees with tailored insights and guided next-best actions.

Benefits of Coaching:



Employee Productivity - Users are empowered with insights and calls to action that identify the most at-risk conversations or customer questions that require a response.



Embedded AI & Analytics - Coaching capabilities fit intuitively into claims, service and underwriting workflows, enhancing training, reducing ramp-up times and encouraging optimal decision making.



Actionable Supervisor Insights - With the My Teams Insights dashboard, managers can provide thoughtful, targeted support to their teams, driving efficiencies and improving outcomes.

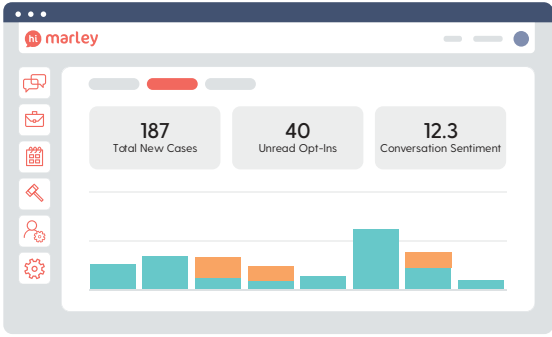


An Amplified Voice of the Customer - Through the prioritization of employee actions, customers enjoy proactive intervention that de-escalates frustration in a supportive, empathetic manner.

"We saw our NPS scores improve. We are thrilled with these results. We value member service—it's our priority. **There's no doubt that Coaching worked and helped us enhance member satisfaction.** There's proof in the data."

PATTY BULLIS

AVP of Claims, The Auto Club Group



My Teams Insights Dashboard

Customized to automatically show the groups and individuals a supervisor manages to guide best practices and discover opportunity areas



Learn more
about Coaching at
[www.himarley.com/
coaching](http://www.himarley.com/coaching).

Product Features

With Hi Marley's Coaching capabilities, carriers enjoy the benefits of actionable insights and AI-enabled message intelligence to drive their business forward while preemptively addressing customer needs.

Insights

Customized dashboards provide critical information across the business to learn from and inform the future while continually improving performance and the customer experience.

The **My Team Insights** dashboard automatically captures team data for supervisors that highlights key success metrics such as contact times, case health trends, operator caseloads and more. Leaders can use this information to drive performance improvements in specific opportunity areas and implement team best practices.

The **My Org Insights** dashboard captures organization-level data, including industry analytics, conversational insight and real-time sentiment analysis. Organizational leaders can drill into key cases and conversations by region or other variables that may be outliers and work with supervisors and employees to achieve better outcomes.



Message Intelligence

AI-driven Alerting - Hi Marley's message intelligence engine ingests conversational data and provides real-time "needs attention/action" alerts back to employees directly within their chat queue. The four underlying models include: **Litigation Risk, Negative Sentiment, Delays and Customer Questions.**

By detecting and elevating the voice of the customer, operators can proactively identify areas of customer dissatisfaction, promptly respond to inquiries and prioritize engagement and follow-up to de-escalate potential issues before they occur.

And by embedding intelligent alerting capabilities into conversational workflows, employees can improve response times, reduce cycle times and enhance customer satisfaction by addressing customer needs as quickly as possible.