

The Hi Marley Insurance Cloud

The Intelligent Conversational Platform Built for P&C Insurance



Why Hi Marley

- **Positively Transform the Customer Experience**
Average rating of 4.8 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

Hi Marley is the only conversational platform powered by SMS and built for the insurance industry that enables simple, lovable communication across the entire insurance ecosystem while driving superior business outcomes and customer satisfaction.

Platform Capabilities



Collaboration Hub

Connect the entire insurance ecosystem using omnichannel communications. Representatives can send outbound messages to targeted customers and receive real-time alerts for inbound communications. Embedded team features like shared case notes and multi-user and multi-party conversations help carriers improve efficiency and productivity. With web app, mobile app and Hi Marley Connect browser extension functionality, operators can use Hi Marley for communication and collaboration anytime, anywhere.



AI Coaching and Data Analytics

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.

“Our adjusters have had really high [Hi Marley] adoption since day one. They continue to tell us they don’t want it ever to be taken away and just how much easier it is to connect and reach out to the customers.”

GWEN OLSON

Innovation Assistant Vice President, American Family



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



Conversational Network

Power your digital engagement strategy with 70+ APIs and webhooks that securely connect Hi Marley with your core systems and third-party service providers. Our integrations with leading CRMs and core insurance system providers such as Guidewire and Duck Creek ease implementation while ensuring that Hi Marley captures conversational data, case notes and engagement activity.



Enhanced Automation

Automated insurance workflows and features improve overall productivity. Our message intelligence engine translates conversations across 25 languages, easing communication and instilling trust. Carriers can use automated and scheduled messages to trigger communications based on specific criteria. Enterprise-grade management features also allow employees to cover customer requests, improving internal collaboration and customer satisfaction.



Secure Communication Tools

Hi Marley is SOC2 compliant. With SMS conversation transcripts, insurance-specific message templates, permission settings for case visibility, text and image 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.