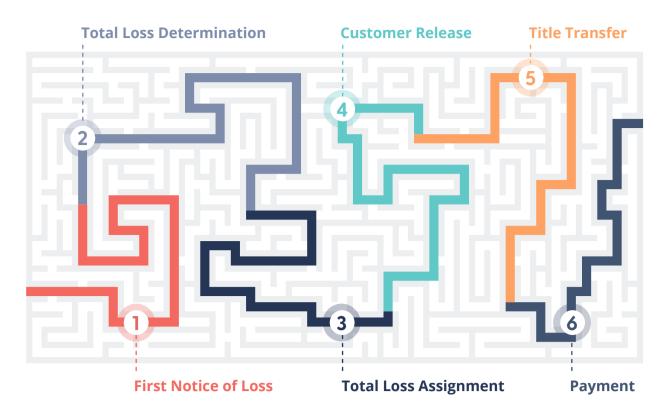




Voice of The Policyholder Survey: Insights and Opportunities for The Auto Total Loss Experience

Auto Total Loss claims include six steps that require multiple contacts and touchpoints throughout.



What does that mean for policyholders trying to navigate this unfamiliar process?

Hi Marley surveyed **800 US policyholders** who recently had a car declared a total loss to learn more about their experiences with the total loss claim process.

60%

Repeated details 2-3 times or more throughout the claim

55%



Felt they could have been better informed of their claim's status

75%

Worked with 2-3 people or more to resolve their claim

66%

Say the resolution took as ong or longer than expected

Total Loss



on took as

41%

were asked to submit photos and videos of damage after their initial report

The ability to send photos and videos at FNOL sped up total loss assignment, with 14% deemed total loss in under 24 hours versus 8% if submitted after the initial report.

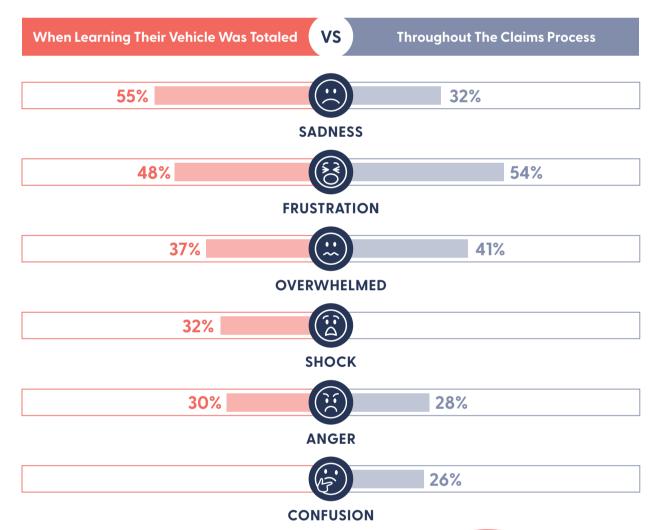
45%

of total loss claims took 1 month+ to resolve These claimants were more likely to experience frustration (68%), anger (37%), and confusion (37%)

compared to those who saw faster time to resolution.

Long wait times and inefficient processes create a poor customer experience.

POLICYHOLDERS' TOP 5 EMOTIONS



44%

Five key trends emerged among the type of support the policyholders felt would have helped to ease confusion and frustration.

Of policyholders were less than satisfied with their insurers' assistance during the claims process.

5 Key Trends Among Policyholders' Needs











Clarity Around Whom to Speak to Clearer Process Guidelines Proactive Communication Help and Guidance Dealing with Other Parties Empathy and Personal Support

Carriers Have an Opportunity to Enhance Customer Satisfaction in the Claims Process. Hi Marley's Total Loss Assist™ Can Help.

Our early indicators point to higher customer survey scores and reduced cycle times. We're confident Total Loss Assist will bring an **improved total loss process to our customers and employees.**"

PAUL MEASLEY CHIEF CLAIMS OFFICER AT PLYMOUTH ROCK ASSURANCE

Plymouth Rock

With Total Loss Assist, Carriers Can Expect*



Decrease in cycle time on average between FNOL and vehicle pickup.



Cost savings per total loss claim.





Increase in policyholders planning to renew.

*Metrics comparative to no Hi Marley platform usage.

WANT TO LEARN MORE?

Discover how Hi Marley's Total Loss Assist can help increase efficiencies and improve the customer experience at www.himarley.com/totalloss.

