



Voice of The Policyholder Survey: Texting Helps Carriers Deliver Seamless Customer Experiences

Hi Marley surveyed 1,000 policyholders to learn more about their communication preferences



85%

Say texting is their **primary communication** method

84%

Would **save their insurance provider's text number** into their contacts

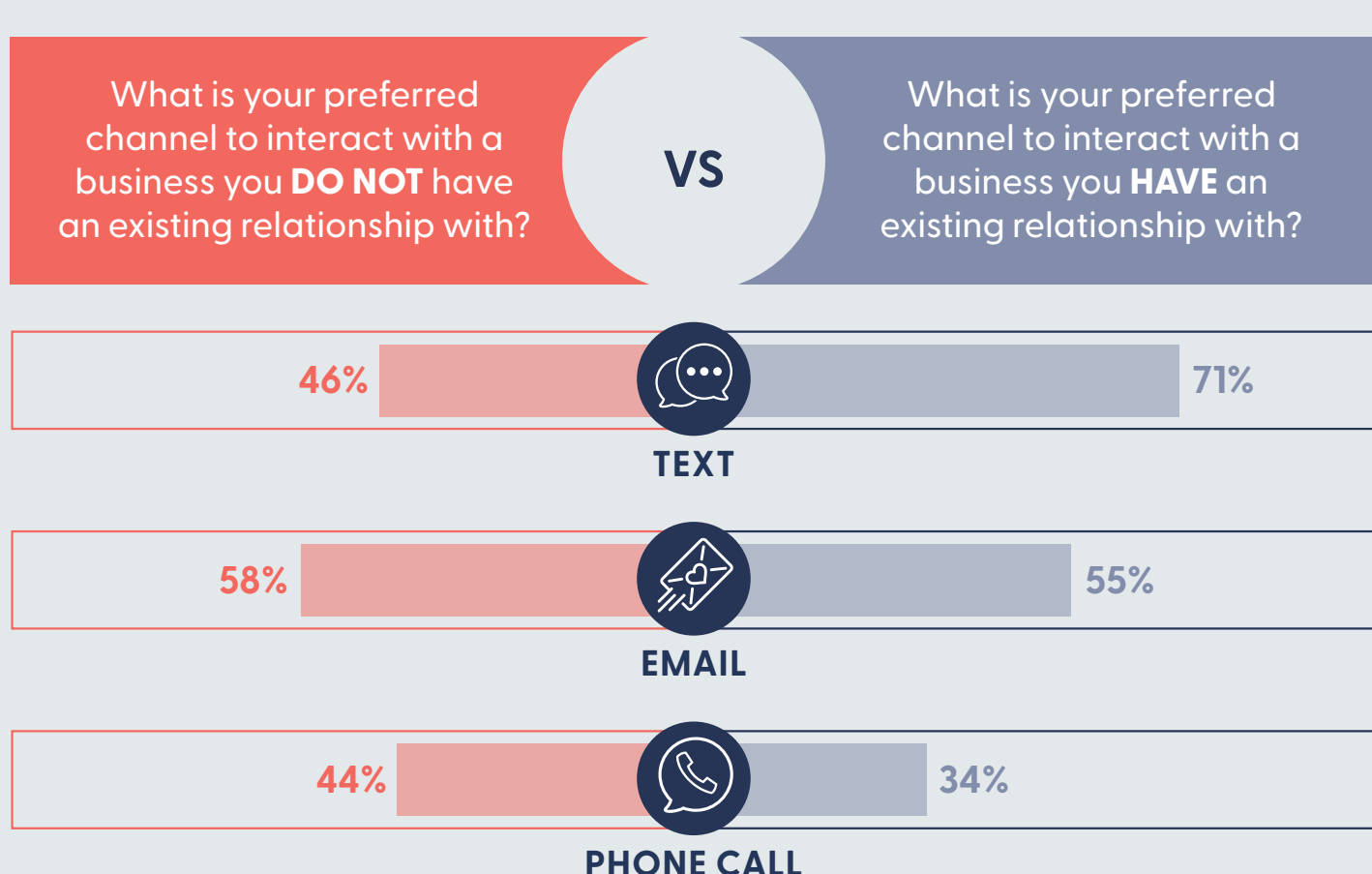
80%

Would **text with their insurance carrier** or agent if it were offered

71%

Would **purchase an insurance policy** from a company with texting over one without

Texting is personal. More people are **willing to text with a business** if they have an existing relationship.

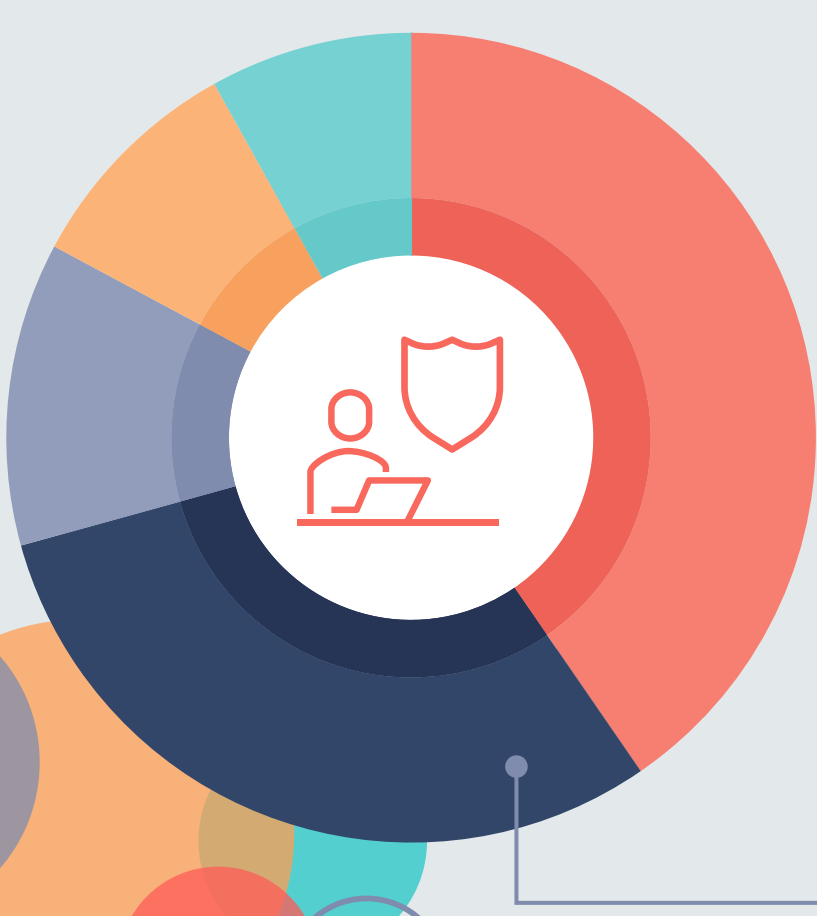


Respondents' **top three expectations** when texting with an insurance company

- Speed of Response**
- 24/7 Availability**
- Ability to Communicate in My Preferred Language**



Most **important considerations** when purchasing an insurance policy



- 40%** Cost
- 30%** Coverage
- 12%** Communication Options
- 9%** Customer Service
- 8%** Personal Touch

Nearly **30% of respondents** ranked customer service, personal touch, and communication options as more important than cost or coverage, demonstrating the importance of creating lovable experiences to attract and retain policyholders.

What **Hi Marley customers** are saying

Auto-Owners INSURANCE
LIFE • HOME • CAR • BUSINESS

“Especially for the one-off questions and quick conversations, adding Hi Marley’s **innovative texting platform has sped up and simplified** all areas of the claims process.”

CHRISTOPHER MASSEY
Assistant Vice President, Claims

AFR INSURANCE

“We knew we had policyholders who prefer texting over email or phone calls. With the Hi Marley Insurance Cloud, we’ve **improved communication with those policyholders** by offering a different way to interact with us.”

BRETT MCGAVOCK
Property Claims Manager

AAA The Auto Club Group

“When deciding who to use as a vendor, Hi Marley’s **focus on insurance was a key component** for us. We could have bought a texting tool anywhere, but the fact that Hi Marley understands what we’re doing makes a huge difference.”

PATTY BULLIS
AVP of Claims

VM SINCE 1828

“Texting has become a de facto form of communication for many of us and our customers; we recognized an opportunity to **more efficiently and effectively communicate** with them in a way they prefer.”

BRYAN MJAANES
Vice President of Technology

WANT TO LEARN MORE?

Find out how Hi Marley helps carriers build customer loyalty through lovable conversations and delightful interactions at www.himarley.com