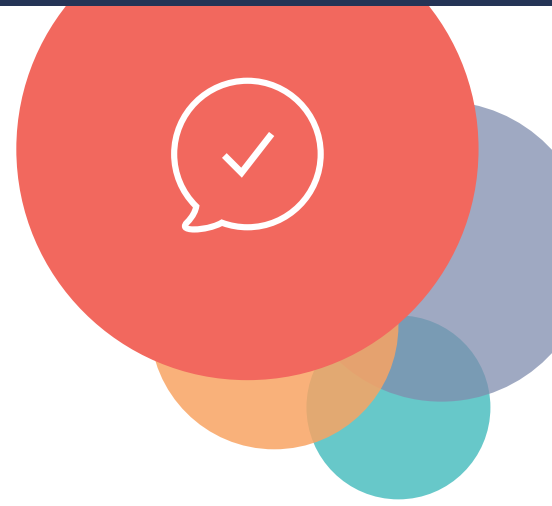


# Hi Marley for Service

Drive efficient, lovable conversations for P&C customer service teams.



Use Hi Marley to text with customers for common service requests like:

- Policy and billing inquiries
- Bill changes and payments
- Document requests
- Policy changes
- Rate increase questions
- Technical support
- Cancellations
- And more

## Breaking Through Current Service Model Limitations

Traditional P&C customer service models create high operational costs for low-value transactions. Poor phone experiences, long hold times, transfers, language barriers, and self-service limitations leave customers and service representatives feeling frustrated. With an innovative, customer-friendly service solution that enables timely resolution, carriers can transform the current model, increase satisfaction and enhance operational efficiencies.

## Hi Marley's Conversational Platform for Service

Hi Marley reduces operational costs and enhances customer satisfaction by providing policyholders with a preferred, hassle-free text messaging channel that bypasses Interactive Voice Response (IVR) navigation and hold times while maintaining the conversation history for easy reference.

- ☆ Service reps benefit from more efficient, productive interactions, particularly for simple inquiries
- ☆ Supervisors gain real-time, comprehensive performance insights and escalation capabilities to promptly resolve issues
- ☆ The entire service organization enjoys policyholder engagement at lower costs than voice channels and integrates seamlessly with Customer Service Management systems

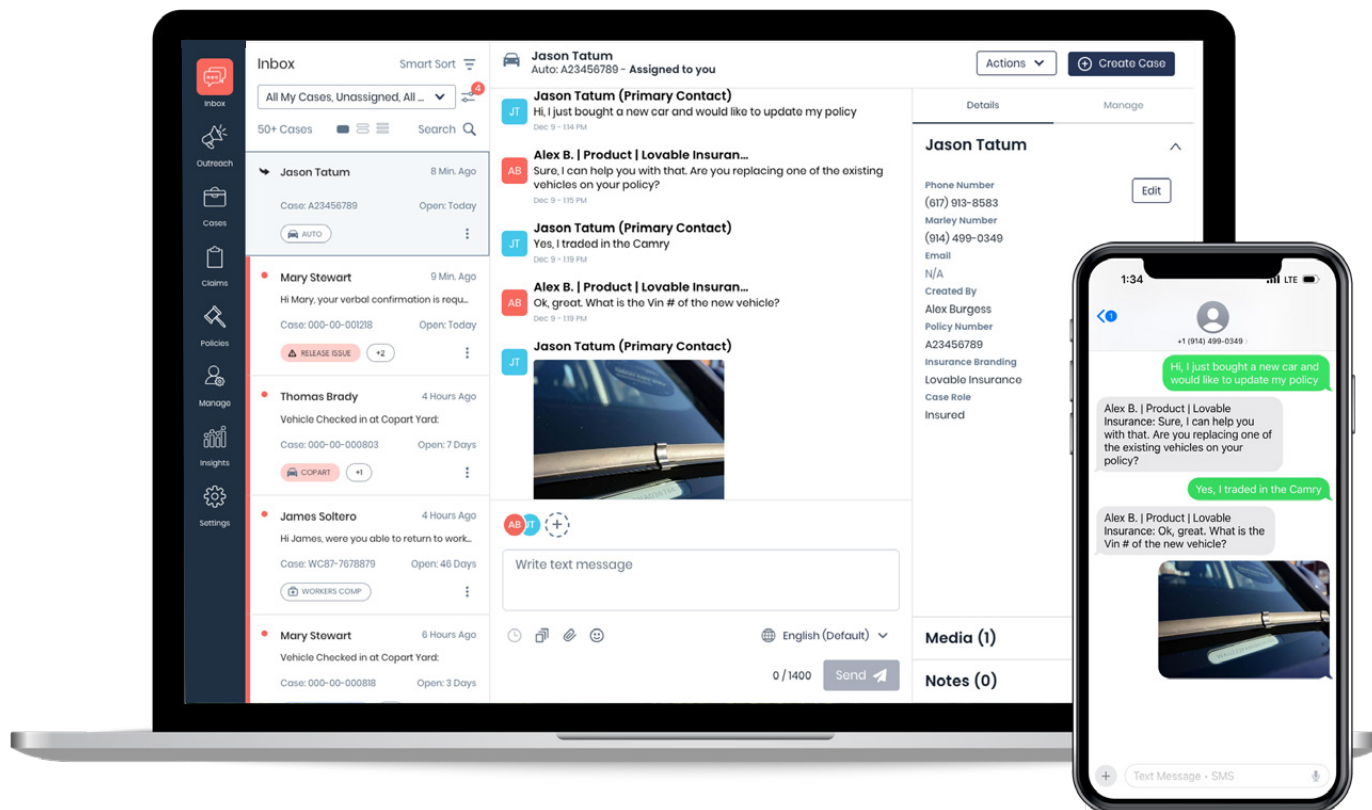


**Why Texting Wins Over Webchat:** Texting enables seamless, persistent conversations from anywhere, preventing crashes and frustration while boosting engagement. It establishes the insurer as a trusted, always-available contact and allows reps to manage multiple conversations asynchronously, driving higher ROI.

## How it Works: the Trusted Contact in Your Pocket

Hi Marley for Service's simple workflow establishes text as the preferred communication channel with immediate opt-in, increasing engagement to drive long-term customer loyalty.

- 1 | Start the Conversation** - Customers can text a phone number or opt in through IVR or representatives can initiate a text conversation.
- 2 | Collect Initial Information** - Key information is automatically collected to ensure the customer can be verified and assigned to the right representative based on their need.
- 3 | Representative Assignment** - An available representative is automatically assigned to handle the service request.
- 4 | Human-to-Human Texting** - Representatives text with policyholders using Hi Marley's suite of conversational tools (translation, templates, and more) and fulfill their service needs.
- 5 | Integration and Analytics** - Managers' service dashboards track wait times, average handling times, queue volumes and more, while integrations with CRM systems keep all information in one place.



**Policyholders Want to Text:** A Hi Marley survey revealed that 71% of people would text with their insurance company if it was offered, and 84% would save an insurance text number to their contacts

Visit [himarley.com/demo](https://himarley.com/demo) to request a demo today!



844.962.7539

hi@himarley.com

himarley.com

