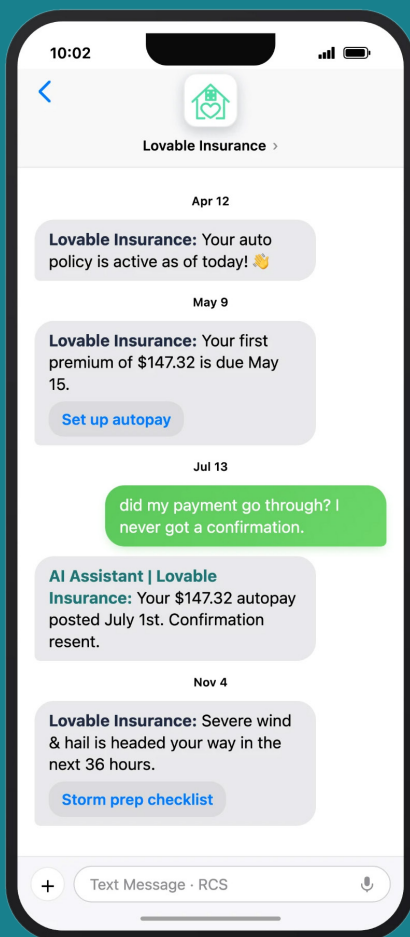


Hi Marley Outreach

Proactive Messaging That Connects Every Policyholder Moment

Hi Marley makes carriers the trusted contact. Outreach carries it across the lifecycle.

Claims and service handle the moments policyholders bring to their carrier. Outreach handles everything in between, so the carrier is the trusted contact for anything a policyholder needs.



Policyholder Communication Challenges

Policyholders hear from their carrier on a different channel every time. An email at onboarding, a mailed notice at renewal, an unfamiliar number at billing, a portal login for a claim. None of it is recognizable, so messages get ignored, and every routine question turns into an inbound call.

The Hi Marley Outreach Impact

Hi Marley makes the carrier the trusted contact across the policyholder lifecycle. Hi Marley for Claims and Hi Marley for Service carry the moments a policyholder brings to their carrier. Outreach carries everything else, from onboarding and payments to renewals and catastrophe alerts, so the relationship never goes quiet in between.

With Hi Marley supporting the whole lifecycle, every message is two-way, so a notification becomes a conversation. Policyholders reply to confirm, ask a question, or start a claim or an inquiry, and it all continues in one single, trusted conversation on Hi Marley's intelligent communication platform, purpose-built for P&C insurance.



One Conversation, Every Moment That Matters

Outreach is what makes the lifecycle continuous. Fewer lapses, lower call volume, faster first notice of loss, and a policyholder who already knows how to reach their carrier before a loss ever happens.

How It Works

Event messaging is triggered by the carrier's system of record to streamline single policyholder notifications. An API call from the system of record sends one message to one policyholder in real time when a payment posts, a renewal comes due, or a policy lapses.

Bulk messaging is triggered by the team to handle mass notifications based on specific events or announcements. Upload a contact file and send on demand or on a schedule to reach a region in a storm's path, a renewal cohort, or the full book. Hi Marley validates contacts, handles opt-outs, and reports on every send.

A Glimpse Into Outreach: Campaign and Event Management

Both send methods sit in one place in the Hi Marley navigation. Teams track bulk campaigns by status and event messages as enabled or disabled, with success, failure, and total counts, and author every message with a live preview of what the policyholder will see.

The screenshot displays the 'Campaign content' interface for editing a campaign. It features a top navigation bar with 'Cancel' and 'Next' buttons. The main content area is divided into two columns. The left column, titled 'Campaign content', shows 'Successful contacts' (72,431) and 'Invalid contacts' (687). Below this, a message indicates that some contacts could not be processed and provides an 'Upload new CSV' button. The 'Campaign name' field is set to 'Hail Damage Prevention — Omaha'. The 'Select brand' dropdown is set to 'Select a brand...'. A checkbox for 'Use brand prefix in message' is unchecked. The 'Campaign content' text area contains a message template: 'Dear \$First, this is Acme Mutual reaching out to inform you about an impending hailstorm in the \$Region area. To protect your property and ensure your safety, please take the following precautions: move vehicles under cover, secure loose outdoor items, and stay indoors until it passes. Your safety is our priority!'. Below the text area, it lists 'Variables available: \$First, \$Last, \$Phone, \$Region'. The right column, titled 'Preview', shows a live preview of the message: 'Dear Charlotte, this is Acme Mutual reaching out to inform you about an impending hailstorm in the Southeastern area. To protect your property and ensure your safety, please take the following precautions: move vehicles under cover, secure loose outdoor items, and stay indoors until it passes. Your safety is our priority!'. An 'Ok thank you' button is visible at the bottom right of the preview area.

Learn More and Request a Demo

Visit himarley.com/demo.