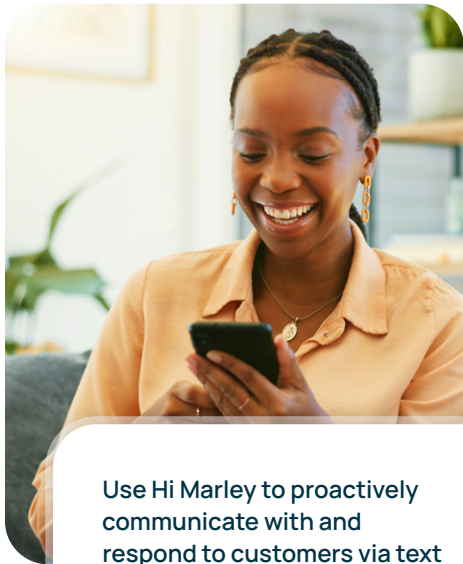


Hi Marley for Service

Modernizing Service Communication with Messaging
That Scales, Reduces Costs, and Delights Customers



Use Hi Marley to proactively communicate with and respond to customers via text for common service needs like:

- Policy and billing inquiries
- Policy changes and updates
- Rate and premium questions
- Document requests and ID cards
- Coverage questions
- Cancellations and renewals
- And more

Breaking Through Current Service Model Limitations

Policyholders now expect the same instant, convenient access they get from every other service in their life, through texting, the channel they prefer. Unfortunately, phone queues, long hold times, and disconnected portals still define most insurance service experiences. Hi Marley for Service changes this, giving carriers a way to resolve inbound requests and proactively reach policyholders via texting, before they ever feel the need to call.

Hi Marley's Intelligent Platform for Service

Hi Marley for Service is an intelligent customer service platform built for P&C insurers, helping carriers handle billing, policy, and service requests more efficiently through seamless, two-way texting. By responsibly embedding AI backed by humans into service workflows, Hi Marley streamlines routine inquiries, enables reps to manage more interactions, and improves speed and satisfaction.

-  Customers are delighted with immediate service in their most preferred channel
-  Reps have seamless conversations in their system of comfort and new tools that enable them to manage their work better and respond faster
-  Supervisors get real-time visibility into performance, queues, and workload, while retaining additional time for complex cases
-  Service organizations experience a win-win: lower cost to serve and higher customer satisfaction

Why Texting Wins Over Webchat

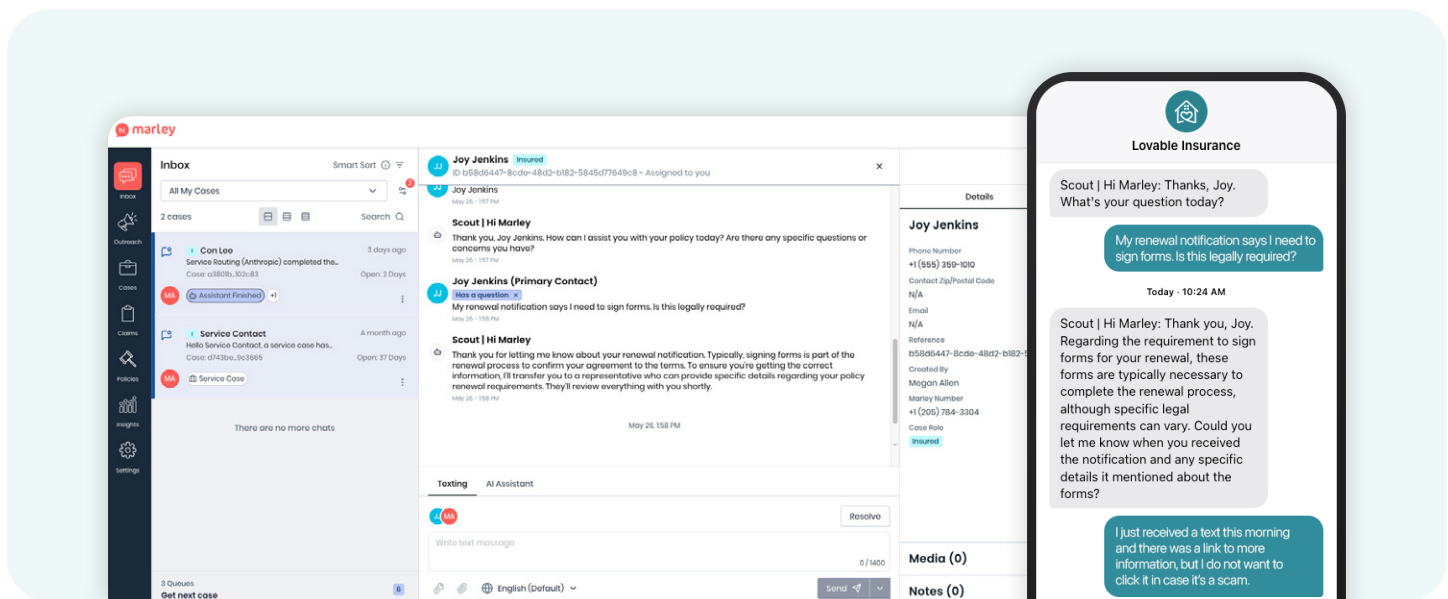


Texting keeps conversations persistent and accessible, while avoiding app crashes and lost history. It positions insurers as a trusted, always-available contact and lets reps manage multiple conversations asynchronously for a higher ROI. The demand is there too: 71% of policyholders say they'd text their insurance company if offered and 84% would save the number to their contacts.

How It Works: the Trusted Contact in Your Pocket

Hi Marley for Service creates a continuous, AI-powered conversation from first contact to resolution that entire service teams can work from. No new apps for policyholders or new systems for reps required.

1. **Proactively Communicate** - Keep policyholders informed from onboarding through renewal with proactive messaging. Answer questions before they're asked.
2. **Initial Inbound Contact and Queueing** - Conversations begin through text or IVR without the necessity of an app, log in, or hold time. An automated message fires immediately, and the request enters the service queue.
3. **Optional AI Authentication and Routing** - AI verifies the contact's identity, and classifies their intent (billing, policy change, or document request) before a rep ever touches the conversation. Complex orgs can route to specialized queues automatically.
4. **Resolution** - For routine inquiries, such as coverage, FAQs, billing questions, address changes, and ID card requests, AI resolves the case end-to-end. Complicated cases escalate to a rep with full context intact, so policyholders never repeat themselves.
5. **Integration and Analytics** - Hi Marley integrates with core systems to keep data in sync. Service analytics help supervisors refine practices and coach teams to excellence.



On average, Hi Marley for Service improves CSAT by 30%+ and deflects ~20% more calls.

Visit himarley.com/service to learn more and request a demo today!