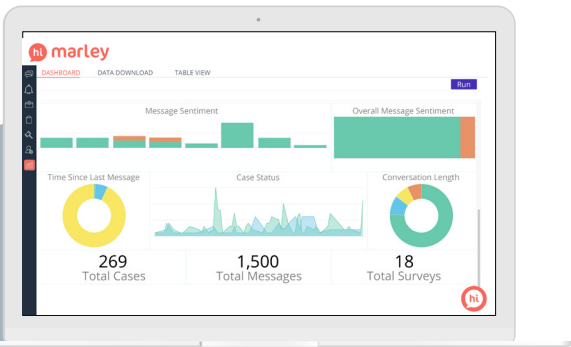


Marley Insights

Easily visualize insights in your policyholder conversations to drive positive outcomes

Hi Marley is the only SMS platform purpose built for the insurance industry. It helps insurance companies deliver simple, loveable protection by enhancing the way they communicate with policyholders.



Marley Insights turns conversational data into powerful analytics.

Conversations conducted over text offer many insights into how policyholders are feeling, how adjusters are handling claims and how teams are performing. Much of this conversational data is unstructured, making it challenging to glean insights and take action. As a result, supervisors miss out on crucial information.

Marley Insights provides a dashboard with more than 20 built in analytical reports and countless customizable views. Designed for the insurance, Marley Insights allows claims leaders to view message sentiment, capture policyholder reviews and see how reps are performing. Marley Insights shows how teams are leveraging texting to drive better claims outcomes - from faster cycle times to better customer experiences.



Sentiment — Easily see and understand conversation sentiment and overall sentiment.



Productivity — Managers can provide targeted support to their teams driving efficiencies and improving outcomes.



Performance — Leaders managing multiple people and locations get a clear view of team and site performance. The tool provides data to support team success and drive behavior.



Recognition — Easily view adjusters' star reviews to recognize and celebrate their successes.



“Union Mutual values the metrics and analytics received from the Hi Marley platform. We’ve noted shorter claims cycle times and increased positive customer feedback data as two of the most compelling results.”

JEFFREY PRYCE
Vice President, Claims
Union Mutual

Product Features

Visualize data from SMS conversations and drill into each dashboard to look at the supporting detail. Use Hi Marley to integrate the data into your core insurance platform.



Dashboard reports include:

- Message Sentiment
- Overall Message Sentiment
- Open Claims
- Average Time to First Contact
- Average Customer Response Time
- Average Operator Response Time
- Average Survey Score
- Case Status
- Count of Survey Scores (1, 2, 3, 4, 5 Stars)
- Customer Opt-In Rate
- Active Users / Active User Trends
- Survey Response Rate
- Conversation Length
- Time Since Last Message



Filter reports by:

- Case Type
- Group Name
- Operator Name
- Date



To learn more about the benefits of Hi Marley, visit www.himarley.com



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🌐 www.himarley.com
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Hi Marley is the intelligent communication platform for the insurance industry. Built by people who know and love insurance, the platform enables hassle-free texting across the entire ecosystem, empowering insurance professionals and delighting policyholders. Hi Marley's industry leading analytics deliver novel insights that fuel continuous improvement. The solution is built for the enterprise - fast to deploy, easy to use and seamlessly integrates with other core systems. Hi Marley is empowering the world's leading insurance carriers to reinvent the customer and employee experience. Learn more at www.himarley.com.