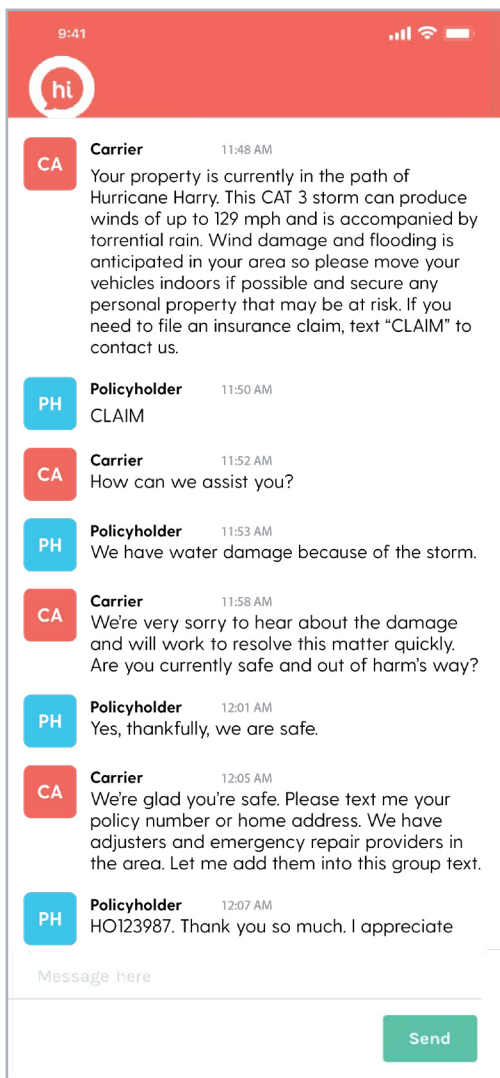


Outreach: Targeted Customer Notification and Engagement Built for Insurance

Initiate conversations with customers by proactively alerting and informing them of notable events via text



Outreach Storm Example








Reach policyholders by their preferred method of communication.

Outreach enables insurers to reach large customer groups quickly, such as before or during a catastrophic event and when renewals are due. It's also effective for sharing tips and reminders.

Delivering messages via text ensures customers receive timely, relevant information and the ability to ask follow-up questions. Messages are less likely to be overlooked and customers are more likely to take action!

Hi Marley's Outreach enables carries to:

-  **Mitigate Risk** – Proactive notifications decrease the frequency and severity of claims associated with storms and other events as customers are warned and have time to prepare.
-  **Reduce Inbound Call Volumes** – When proactively informed of notable events, customers call less often as they already have important information and can follow-up if needed via text.
-  **Streamline Processes** – With proactive SMS notifications, activities like FNOL, renewals and quotes happen more smoothly as customers are guided easily through the process.
-  **Increase Engagement** – In addition to the ease of interacting through texting, customers are more connected to their carriers when notifications are relevant to their exact region and situation.
-  **Improve Satisfaction and Retention** – Customers appreciate receiving notifications about notable events. They value the ability to respond and ask questions via text at the time and place that's best for them.



“During a time of uncertainty and fear in the country, we were able to give clarity and calm to our Plymouth Rock customers. That also reduced the number of calls that were flooding in our call center. It was a win across the board.”

Mary Boyd, President and CEO of Plymouth Rock Assurance

Product Features

Outreach gives insurers everything they need to target, notify and engage with customer groups regarding notable events. It's an integral part of Hi Marley's intelligent communication platform, leveraging core, insurance-specific capabilities.



Two-Way Communications – Customer engagement is boosted. Recipients can respond to notifications with follow-up questions to obtain additional information from service reps or bots.



Personalized Messages – Message impact is maximized. Each customer can be presented with personalized content based on their account profile.



Target Group Selection – Targeting is precise. It's easy to select and identify the recipients of every notification.



Number Validation – Insurers avoid excessive invalid numbers. Numbers are checked via carrier lookup to filter out landlines and VOIP to flag for review.



Interaction Analytics – Insights are presented on dashboards. Dialogs with customers are tracked and analyzed for delivery success, response rate, sentiment, service response time and more. Review is fast and easy.



Learn more about
Outreach at
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.