

CASE STUDY

Encova Insurance Decreases Cycle Times and Increases Customer Satisfaction with Text Messaging



 **Top 20**

Mutual insurance company in the US

 **46%**

Decrease in cycle times with Hi Marley

 **4.8^{out} of 5**

Average customer rating

Encova Insurance Leaps Forward in Innovation, Efficiency and Customer Service by Partnering with Hi Marley

CHALLENGES

Headquartered in Columbus, Ohio, Encova Insurance provides commercial insurance, including workers' compensation, as well as auto, home and life insurance.

"We have always been a customer-centric organization and are constantly looking for new ways to be ahead of the curve," said Encova Senior Vice President and Chief Claims Officer, Teresa King.



The insurance carrier rebranded with a **new promise toward innovation** paving the path in the insurance space by leveraging key technologies.

SOLUTION

Encova Insurance selected Hi Marley as its platform for text communication with customers. Having access to unique Hi Marley capabilities, including translation, Encova secured the best tools for a frictionless and delightful relationship with its customers.

"Encova is continuously looking for ways to improve the experience for their customers in today's fast-paced world. We're excited to support them on that journey," said Mike Greene, CEO at Hi Marley.



“

In working with Hi Marley, we've seen how a communications platform can **change a customer's experience in a moment of need**. And it also changes the experience for our claims team. These are professionals dedicated to helping our customers – and giving them better tools matters.”

TERESA KING

Senior Vice President and Chief Claims Officer, Encova

RESULTS

Since piloting with Hi Marley, Encova has seen its average cycle time decrease by 46 percent. With streamlined communication and a more efficient claims process, Encova policyholders got back on their feet that much faster. As a result, customers gave claims handled using Hi Marley an average satisfaction rating of 4.8/5 stars.



Learn more about why Hi Marley is the insurance industry's preferred communication platform.



844.962.7539

hi@himarley.com

www.himarley.com

