

CASE STUDY

# Farm Bureau Insurance of Michigan Provides Customers with Seamless Communication Options



 **4.7/5**

Average customer satisfaction score

 **90%**

Of Farm Bureau insureds rated their satisfaction 5/5-stars

## Farm Bureau Insurance of Michigan Implemented Hi Marley's Texting Communications Solution, Furthering Its Commitment to Innovation and Customer Loyalty

### CHALLENGE

Today, the modern customer expects a more seamless and faster way of communicating with their insurance carrier, and Hi Marley is helping Farm Bureau Insurance of Michigan deliver that expectation.

"Texting has been the most used form of communication since 2007. We need to meet our customers where they are in the shortest time possible and at their convenience," said Roger Graff, VP of Claims for Farm Bureau Insurance of Michigan.

### SOLUTION

Farm Bureau Insurance of Michigan first went live with Hi Marley for their Auto Physical Damage claims. The Hi Marley Insurance Cloud is an AI-enabled texting platform that bridges the conversation between insureds and the entire insurance ecosystem.

The text messaging solution streamlines communication around claims, underwriting and policyholder service interactions. Simultaneously, Hi Marley connects everyone who touches that insurance experience into a single conversation happening in real-time with the customer.

Farm Bureau Insurance Claims staff can now communicate via text with customers, claimants, colleagues, or other support providers.



For the end customer, it appears as a simple text conversation between a group of people, and **there is nothing to download, install or learn.**

## RESULTS

The platform helped their adjusters have a simpler way to do their job, with powerful tools they love, like having multiple adjusters assisting a customer in a single chat.

When first using Hi Marley, Farm Bureau Insurance of Michigan started receiving strong, positive customer responses. Customers frequently called out Farm Bureau Insurance staff for their excellent service provided on the platform, receiving a 5-star rating from nine out of every ten Farm Bureau insureds who had a claim using Hi Marley.

Mike Greene, CEO of Hi Marley, said, "Getting to work with carriers like Farm Bureau Insurance of Michigan who have similar views to us on customer experience and satisfaction is so rewarding. The way they embraced what customers asked for and moved quickly to serve them even better was amazing to watch. The team at Hi Marley was thankful to be a part of Farm Bureau Insurance of Michigan raising the bar for how to stand by customers."

Farm Bureau Insurance of Michigan has continued its success since going live with Hi Marley, with an average customer satisfaction score of 4.7/5. Seeing immense success in Auto Claims, the carrier expanded the solution to their property adjusters.

**"Hi Marley satisfies both our need and our customers' needs as well.** The two-way texting and ease of exchanging documents and photos exceed our expectations,"

### ROGER GRAFF

VP of Claims, Farm Bureau Insurance of Michigan



Want to learn more about creating 5-star claims experiences? **Click here to download this infographic** to learn about what factors drive policyholder satisfaction.



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