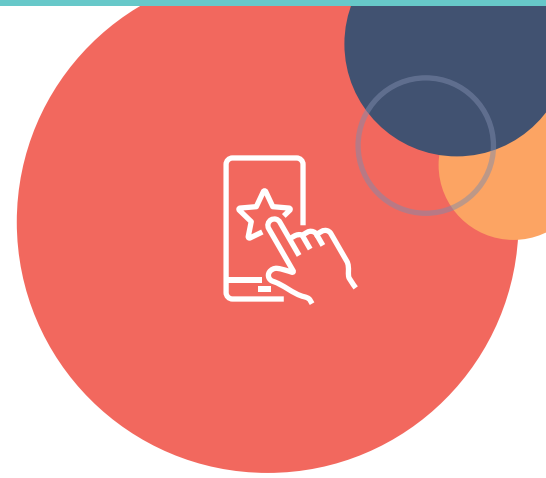



CASE STUDY

FedNat Home Insurance Improves Internal Process Efficiencies and Customer Satisfaction



 **92%**
Five-star ratings

 **4.9/5**
Average customer satisfaction score

 **71%**
Of people would text with an insurance company

 **86%**
Of people say texting is their primary method of electronic communication

Hi Marley helps FedNat Amplify Its Exceptional Customer Experience Through Text Messaging in a Seamless and Modern Way

CHALLENGE

Florida-based FedNat specializes in home, condo and flood insurance and is best known for providing fair and competitive pricing coupled with outstanding customer service. FedNat was looking to evolve its claims process and go even further in delivering the best customer experience possible.

SOLUTION

FedNat implemented the Hi Marley Insurance Cloud in March of 2019. The text messaging platform bridges the conversation between insureds and the entire insurance ecosystem. The 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.



Hi Marley brings our devoted client service to a new level.

By integrating their solution, we are creating a better experience for a happier customer while optimizing our internal process efficiencies.”

BRIAN TURNAU

SVP of Claims, FedNat

RESULTS

Hi Marley enables the claims staff to communicate with insureds and providers typically involved in a claims process within a singular conversation. For the end customer, it appears as a simple text conversation between a group of people.

FedNat has seen continued success since its launch with 92 percent 5-star ratings for its adjusters and an average customer satisfaction score of 4.9/5.

Following this outstanding performance, FedNat has amplified its internal focus on using Hi Marley as a key part of its claims solution. Hi Marley's commitment to the insurance ecosystem has helped propel FedNat forward with its endeavor.



To learn more visit
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