

CASE STUDY

# Heartland Farm Mutual Simplifies and Streamlines the Customer Experience



“Hi Marley is solely focused on the insurance industry. That’s important. They are knowledgeable of the problems unique to insurance and are dedicated to solving them.”

**ROCCO NEGLIA**

Vice President,  
Claims & Loss Prevention  
Heartland Farm Mutual

## The Hi Marley Insurance Cloud and Marley Mobile Enable Heartland Farm Mutual to Offer Customers More Communication Options

**CHALLENGE**

The insurance industry has used antiquated communications methods to resolve a range of customer issues and questions. Claims representatives spent excessive time attempting to connect with customers – resulting in endless phone tag, long customer hold times and piles of voicemail messages.

“Being in the insurance industry for many years, I have seen first-hand how difficult communication between insurance providers and policyholders can get,” said Rocco Neglia, Vice President, Claims & Loss Prevention at Heartland Farm Mutual.

Heartland Farm Mutual wanted to offer its customers advanced communications options for their claims and more.



**Marley Mobile is available in both the Apple and Android App Stores.** Anyone with a license for the web app can use the mobile app.

## SOLUTION

The Hi Marley Insurance Cloud rolled out to all of Heartland Farm Mutual's customer-facing claims representatives across its claims organization. "Our goal is to communicate seamlessly with our customers, and real-time two-way texting is the solution," said Neglia.

Hi Marley's platform supports Heartland's team in providing a superior customer experience through fast contact, improved settlement time and increased visibility into the details around settlements.

### Marley Mobile

Heartland Farm Mutual also uses Marley Mobile, the mobile app specifically designed for field staff. The mobile application brings the field team into the conversation faster; the communication is done through the app, and conversations, documents and photos are automatically uploaded into the customer's file. These time-savers mean a better, faster experience for policyholders.

## RESULTS

Heartland Farm Mutual is committed to innovation, challenging norms in the insurance industry and providing their customers with an experience that makes them love their insurance relationship. With Hi Marley, Heartland Farm now conveniently engages customers via text message, which improves time to settlement, provides clear insight into how claims are settled, and substantially increases overall customer satisfaction.



**The Hi Marley mobile application can be installed on any device.** Field adjusters are easily added to a Hi Marley claims conversation to schedule visits, upload photos and appraisals and log conversations.



**[Click here to learn more about how Marley Mobile streamlines communication](#)** between the entire insurance ecosystem.