

CASE STUDY

Ohio Mutual Insurance Group Partners with Hi Marley to Enhance the Customer Experience



Ohio Mutual Insurance Group Increases Efficiencies and Meets Customer Demand for Innovative Communication with Text Messaging

 **100**

Fewer calls per person per month when using Hi Marley

 **4.9/5**

Average customer satisfaction Rating

 **93%**

Of customers gave Ohio Mutual 5/5-star ratings

 **92%**

Of adjusters use the platform

CHALLENGE

Property and Casualty insurer Ohio Mutual received constant customer requests for text messaging, particularly during the claims process. Traditional communication tools interfered with providing regular status updates to policyholders and claims moving forward.

Ohio Mutual tried several solutions over the years, from sharing mobile phones across the team, using email-to-text options and sourcing third-party technologies. In every case, the solutions fell flat for both the team and their customers.

SOLUTION

Rather than settling for “good enough,” Ohio Mutual refined its requirements and scanned the market. After discovering Hi Marley, a cross-functional team initiated a pilot project with the goal of creating an enhanced customer experience for claims handling.

Ohio Mutual deployed the Hi Marley Insurance Cloud to serve its customers in a modern way through seamless text messaging.

“

A big part of our decision was that the team at **Hi Marley understands claims and the insurance business**, whereas others just didn't get it.”

ANDREA PRESLER

Auto Material Damage and Subrogation Leader, Ohio Mutual



Given the industry's nuances and unique challenges, Presler expressed the importance of working with partners who truly understand insurance.

RESULTS

Enhanced Customer Experience and Efficiency for Auto and Property Claims

Ohio Mutual adopted the tool quickly, given its ease-of-use and ability to meet their needs.

“Being able to effectively meet our customers' growing demand to text puts Ohio Mutual at the forefront of the InsurTech movement and has created immediate benefits for both our claims team and our customers,” said John DeLucia, VP of Claims for Ohio Mutual.



Claim handlers found themselves on the phone less, reducing the frustration of playing phone tag. **The increased efficiencies with Hi Marley resulted in 100 fewer calls per person per month**, freeing up time to move claims forward.

Customers also appreciated the ease of text messaging during critical moments in their lives. Policyholders rated their claim experience a 4.9 out of five stars, with 93 percent giving five stars.

Driving Adoption

Although there was a successful initial launch, Ohio Mutual wanted to continue to increase adoption.

“Senior management believed in the value of text messaging and knew that Hi Marley would cut down on the adjusters’ busy work. The leadership encouraged adjusters to see for themselves,” said Shari McGrath, Senior Vice President, Customer Success at Hi Marley.

Ohio Mutual deployed a multi-faceted strategy over a few months to increase engagement. The carrier introduced Marely Mobile in combination with the desktop application, allowing adjusters to communicate from their PC or phone. With the increased flexibility, they set a target for adjusters to have at least 30 percent of claims in Hi Marley on a regular, ongoing basis.

Supervisors measured this goal weekly against new claim assignments for each adjuster. With these regular check-ins, leadership could identify and celebrate the high performers —this fostered accountability for usage across teams.

Adopting the platform into their standard practices, the number of cases processed in Hi Marley made a significant jump, increasing more than 60 percent in just one month. Now, 92 percent of adjusters use the platform to manage their conversations with policyholders.

“Adjusters immediately experienced increased efficiencies and began to handle as many claims as possible on the platform,” said McGrath.

The result? Delighted policyholders and improved customer satisfaction scores. Happier customers meant happier adjusters. A win-win for everyone!

“

Hi Marley promised an **easy deployment of their intuitive system with fast results**, and they delivered. Once we began using Hi Marley, our Claims team had fewer voicemails to return, were able to move claims to resolution faster, and our customers were happier.”

JOHN DELUCIA
VP of Claims, Ohio Mutual



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