


Plymouth Rock Assurance Drives Value Internally and Externally with Hi Marley



35% 
Reduction in Calls
and Voicemails
with Hi Marley

Hi Marley's AI-Powered SMS Messaging Helps Plymouth Rock Expedite Claim Resolution and Provide Responsive Customer Service

CHALLENGE

Plymouth Rock recognized the value in providing its customer base with an omnichannel approach to handling their insurance claims. The carrier needed to add digital communication solutions to its customer support toolkit to meet shifting preferences and allow customers to interact with its representatives in the way they wanted.

According to Plymouth Rock, the goal behind this investment was to “think less like an insurance company and more like any consumer-facing company.” Having entered New York State in 2018, Plymouth Rock saw that investments in digital tools were necessary to quickly scale its business.

“If we want to grow at the clip that we intend to in an industry as competitive as auto insurance, then we have to keep our eyes on our expense line at all points,” said Aaron Wheaton, Vice President and Chief Claims Officer at Plymouth Rock. “But we don’t want to compromise our service or sacrifice our innovative spirit in the process.”



Implementing digital communication tools like Hi Marley not only helps Plymouth Rock maintain its standing in an increasingly competitive market—but it’s also **essential to the company’s continued success.**

SOLUTION

The Hi Marley Insurance Cloud facilitates communication between insureds and the entire insurance ecosystem; this enables Plymouth Rock Assurance customers to efficiently arrange nearly all aspects of the claims process through convenient text messaging rather than through traditional phone calls and scheduled appointments.

Hi Marley's text messaging platform also allows claimants to send photos of their vehicles, which helps Plymouth Rock segment and process claims faster and reduce the number of fraudulent claims.

RESULTS

Increase Satisfaction

The adoption of Hi Marley came at an impressive speed. "This was an easy one for us," said Wheaton. "We were confident that the team could adopt texting into their workflow, even more so with a well-designed tool and an intuitive and seamless user interface."



With Hi Marley, Plymouth Rock **increased its customer satisfaction ratings**, reduced rental days and lowered operational costs.

The carrier has experienced a 35 percent reduction in inbound and outbound calls and voicemails. As a result, adjusters can shorten the time to resolution and communicate with their customers through their preferred method.

Adjusters have also responded positively to the increased flexibility since adding text messaging as a communication option. "On day two or day three [of our pilot], I was walking through our claims floor and asking people how it was going," said Wheaton. "Every response I got was, 'You can't take this away now.' That's what you want to hear from the team because then you think you have a winner on your hands."



Hi Marley is helping us make the claims experience as fast, fair and fearless as possible by enabling our customers to communicate with us about their claim in a way they often prefer. This customer-focused process allows our claims adjusters to be incredibly responsive, reducing the complexity that customers often associate with settling a claim."

MARY BOYD

President and CEO, Plymouth Rock



The Hi Marley platform is helping **our insurance business level-up to, and even exceed**, the expectations of our customers that are used to mobile-enabled experience in most other aspects of their life.”

MARY BOYD

President and CEO, Plymouth Rock

Increased Transparency and Insights

On top of increased transparency into customer interactions, Hi Marley enables supervisors to make near-real-time decisions on when to assist their teams with providing better customer support. “We can run analytics on the conversations and the questions that customers are asking. We can start to build or change processes based on what’s being requested of our staff. We can find friction points a whole lot easier,” said Wheaton.

Helps Grow the Business

Hi Marley has helped Plymouth Rock scale quickly and efficiently, while continuing to deliver exceptional service.

“Combining Hi Marley’s technology and the Plymouth Rock brand of uniquely human service, we are delivering proof that by meeting customers where they are, we can build a stronger business,” said Boyd.



Learn about the creative strategies Plymouth Rock uses to continue to drive adoption and increase engagement on the claims floor.