



# Trexis Insurance Improves Engagement by Communicating in Customers' Preferred Language



## Trexis Insurance Instantly Services Multi-Lingual Customers Through Hi Marley's Translation Capabilities

 **23%**

of Trexis claims translated through Hi Marley

 **70 Million**

Americans speak a language other than English

### CHALLENGES

Trexis Insurance wanted to reduce cycle times and improve responsiveness and engagement with customers.

Knowing that nearly 70 million Americans speak a language other than English at home, the non-standard auto insurer was looking for a new, modern solution to translate communications between representatives and insureds.

"We had a large base of insureds where English was not their preferred language, and scheduling time with a translator was a challenge," said Michael Turner, VP of Claims at Trexis.

### SOLUTION

Trexis Insurance has integrated Hi Marley into its Auto Claims team to help evolve the customer experience while improving workflows for its representatives. Hi Marley's Translation feature acts as a layer of translation between all parties involved in the conversation, translating text into the end user's preferred language in real-time.



Hi Marley's Translation feature enables my entire team to communicate with insureds. **Time-saving, financially efficient and a smoother process** for end-customers and our team members."

**MICHAEL TURNER**  
VP of Claims, Trexis

## RESULTS

With Hi Marley, Trexis Insurance has seen 23 percent of claims communication being translated through Hi Marley, saving money, time and resources while allowing customers to be served in their native language.

Trexis has seen **improved responsiveness and engagement** with their enhanced customer experience by offering a new way to communicate.

Beyond translation, they have also found great benefit in having media directly uploaded in the text conversation for their team members to review and add to the claim file.

"I'm so grateful for the focus and guidance the Trexis team provided us. When we first started discussions with Trexis, auto-translation was still an idea, their team helped galvanize the problem, resulting in the development of a truly transformative feature for our industry," said John Miller, CTO at Hi Marley. "We are excited to be working alongside Trexis simplifying communication in insurance."



To learn more visit  
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