

Why Carriers Should Prioritize Responsiveness

87%

Policyholders say the claims experience **impacts their decision** to remain with insurers



80%

Consumers would switch carriers if **responsiveness** were "less than stellar"



81%

Consumers feel loyal to brands who are **there when they need them**



4.9/5

Average customer satisfaction score on surveys that mention **response time**



#1 Important Expectation

Customers say **speed of response** is the most important expectation for texting with a carrier



#2 Driver of 5-Star Reviews

Timeliness of overall service, including **fast response**

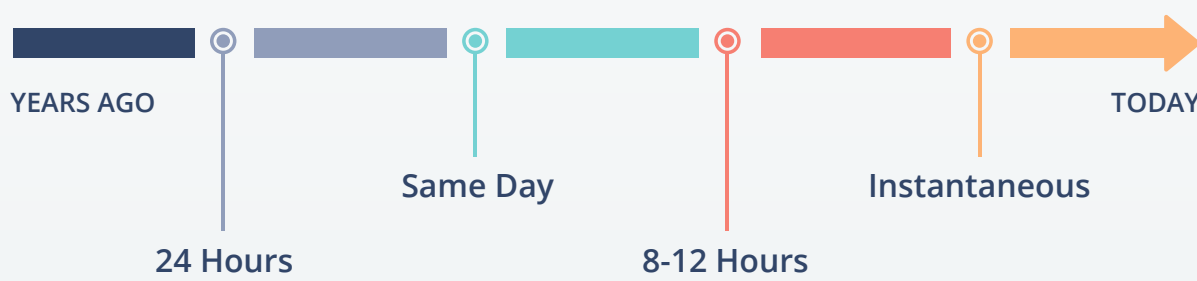


Expectations Are Changing

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Years ago, the insurance industry introduced the concept of 24-hour contact - where you would expect a call back within 24 hours of reaching out about a claim. Same-day contact became the norm where you might hear back within 8-12 hours. Now, everyone expects responses instantaneously, within minutes or seconds, and **providers are actually able to accomplish that using technology like Hi Marley.**

MIKE GREENE, CEO, Hi Marley



Carriers Must Exceed Customer Expectations From First Interaction

Time to first contact (how long it takes for an adjuster to contact an insured after they file a claim) can help predict how well an adjuster will handle the claim throughout its lifecycle.



Time To First Contact & Responsiveness

In [our study](#) of 100 high caseload adjusters, the top 25% with shortest time to first contact responded to:



The top adjusters' consistent response time, **resolved claims 10% faster resulting in 3 days reduced cycle time**

AUTO CLAIM EXAMPLE

What 3 Days Can Cost Carriers

Rental rate is about

\$45 per day

10,000 claims at \$45 per rental is

\$450K per day

A 3-day delay X \$450K is over

\$1.3M per year



Responsiveness Equals Cost Savings

With Hi Marley AI-Driven Alerts, Carriers Improve Response Times by 20%

[Learn More >](#)

What Hi Marley Customers Are Saying

NEW MEXICO
MUTUAL

“

Hi Marley helps us answer our customers' questions faster... It's an innovative solution that will have a **lasting positive impact** on our business.”



Conifer
Insurance
Company

“

Hi Marley offers a simple communication tool to **keep our customers continually engaged** in the claims process.”

RLI

“

Hi Marley's platform gives our policyholders more choices in how they connect with us and manage their claims. The automated solution streamlines the claim process and communications, enabling our team to **remain highly responsive** to customers.”



“

Being there when our customers need us is our number one priority. That's why we are excited to bring Hi Marley on board; we can reach our policyholders faster and **provide all of the information they need right away**, without going back and forth playing phone tag.”