

CASE STUDY

QBE North America Enhances Claims Service for Customers with Text Messaging



 **4.6 out of 5**

Average customer satisfaction score

 **77%**

Of Hi Marley's customers who have Guidewire are integrated with Hi Marley

 **97%**

Of adults text daily

QBE North America Demonstrates Company's Dedication to Customer Service During California Wildfires and Beyond

CHALLENGE

As part of the company's commitment to providing customers with an unparalleled experience of excellence, specialist insurer, QBE North America, wanted to enhance the claims process for its customers.

SOLUTION

QBE North America was the first carrier to integrate the Hi Marley Insurance Cloud with its core insurance system to enhance the claims experience for customers.

"From the first time we saw Hi Marley, we knew we wanted to integrate with our Guidewire ClaimCenter application, and the integration went smoothly," said Joseph Liedtke, VP Integration Transition Oversight at QBE North America. "Insureds calling in a claim often get the invite to text before the call ends; our customers are pleasantly surprised."



The **powerful combination Hi Marley and Guidewire ClaimCenter** made automated status updates possible, keeping QBE customers informed and improving the efficiency of adjusters.

With text messaging, customers can send photos and documents, ask simple questions and receive fast responses right on their mobile devices. The Hi Marley Insurance Cloud helps policyholders move through the claim process in a quick and simple fashion.



The California wildfires were just one example of where we get to come alongside **forward-thinking carriers like QBE** in taking care of insureds when they need it most.”

MIKE GREENE
CEO, Hi Marley

RESULTS

Improved Customer Satisfaction Scores

Customer satisfaction scores through the service have averaged 4.6 out of 5 – many with comments such as “Great customer service, fast and friendly, answered all my questions.”

“Speed and convenience of communication is key to delivering the experience of excellence for our customers, and the intelligent conversation platform helps us take it to the next level,” said Alyssa Hunt, Senior Vice President, Technical Operations at QBE North America. “We’re able to give the customer the option to communicate how they prefer.”

Text Messaging Valuable for Customer Outreach During California Wildfires

Text messaging proved especially helpful during the 2018 California wildfires, where claims professionals couldn’t reach customers on their landline phones because they were destroyed along with the rest of the home.

With Hi Marley, QBE claims professionals could text customers right away, which was a huge relief to those struggling with the devastation of the California wildfires.

“We are thrilled to work alongside an innovative leader like QBE to integrate our solution with their core claim handling platform,” said Mike Greene, CEO of Hi Marley. “The QBE team is helping us push the limits in what artificial intelligence and text messaging can do to empower insurers to delight customers.”

“Everything we do is with our customers in mind.

The claims environment has evolved, and we are responding to customers who have become accustomed to receiving information in real-time, on a mobile device.”

ERIC SANDERS
SVP, Claims, QBE North America



[Click here to learn more about Hi Marley’s integration with Guidewire ClaimCenter](#)