# 5 Reasons to Switch to Hi Marley from Zipwhip

## Hi Marley offers the extensive features and functionality you had with Zipwhip **and more!**

### 1 PLATFORM BUILT FOR INSURANCE

Our team has deep roots in insurance and our technology is specifically designed for insurance carriers. We know the issues you face and provide integration best practices to maximize ROI.

### 2 STEPS REQUIRED TO OPT-IN

Double opt-in is an industry best practice that gives businesses confidence in the form of a written confirmation that their customers wish to interact over text message. Hi Marley also offers downloadable transcripts of conversations and detailed logs showing when customer opt-ins and opt-outs were received, assisting with TCPA Compliance.

### 3 INTEGRATION ELEMENTS

Integrated to various core systems, including Guidewire, Duck Creek, Sapiens and Majesco

Accelerators for Guidewire and Duck Creek make starting integration projects easier

40+ APIs and webhooks can create highly complex workflows that enable initiatives like straight-through processing
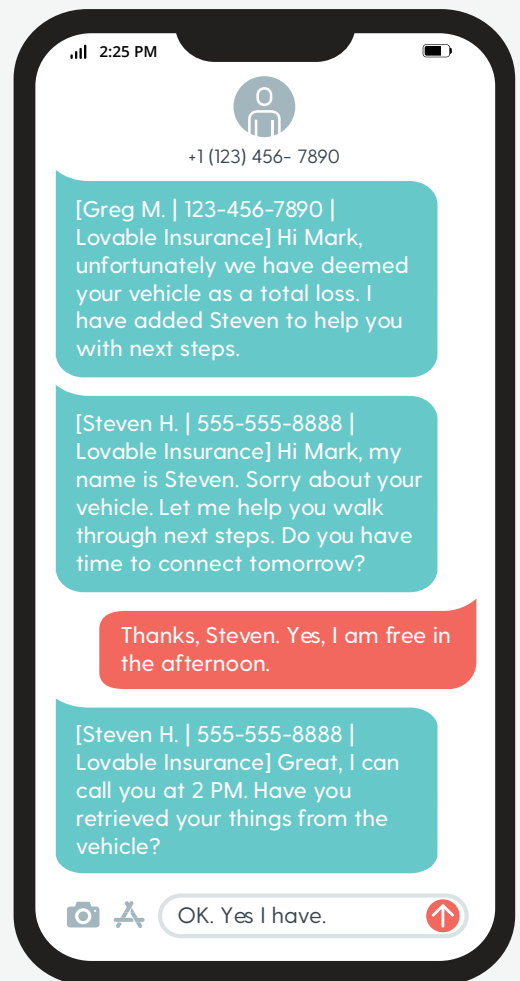
### 4 BENEFITS OF NUMBER POOLING

**Supports Multi-Adjuster Models:** Reps assigned to the claim can contact the customer using the same number, easing the communication flow and limiting confusion. And with message prefixes, adjusters communicating in the singe text thread can input their unique call numbers so policyholders can identify and call specific reps.

**Reduces Risk and Compliance Costs:** Tightly couple the conversation to a specific claim so a compliant record is always in your core system, helping increase adjuster efficiency while providing adjusters with a complete file of a claim.

**Easily Directs Inbound to Proper Resources:** Policyholders maintain the ability to contact adjusters directly; they receive a contact phone number during the opt-in flow of the welcome message, enabling carriers to provide additional options for inbound traffic and reduce wait times and policyholder frustration navigating Interactive Voice Response (IVRs).

**Allows for Brand Optimization:** Does not require multiple numbers/vectors within a telephony stack.

*Learn more about the benefits of Number Pooling for carriers.* →

> 2:25 PM
>
> +1 (123) 456- 7890
>
> [Greg M. | 123-456-7890 | Lovable Insurance] Hi Mark, unfortunately we have deemed your vehicle as a total loss. I have added Steven to help you with next steps.
>
> [Steven H. | 555-555-8888 | Lovable Insurance] Hi Mark, my name is Steven. Sorry about your vehicle. Let me help you walk through next steps. Do you have time to connect tomorrow?
>
> Thanks, Steven. Yes, I am free in the afternoon.
>
> [Steven H. | 555-555-8888 | Lovable Insurance] Great, I can call you at 2 PM. Have you retrieved your things from the vehicle?
>
> OK. Yes I have.

### 5 SPECS OF THE HIGHLY SECURE PLATFORM

**Hosted on AWS** with a multitenant environment, logically isolated behind security groups acting as virtual firewalls controlling the traffic.

**TLS 1.2 with AES-256 cipher** for all data in transit over the web and inside the data center. 256-bit encryption for data at rest.

**Security and privacy monitoring** through Vanta SOC2 monitoring service configured AWS CloudWatch alarms and Rapid7 Insight platform.

**Virtual Private Cloud (VPC)**, configured with network access control lists.

**SOC2 Type I and SOC2 Type 2** completed audit and annual penetration testing.

hi marley

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