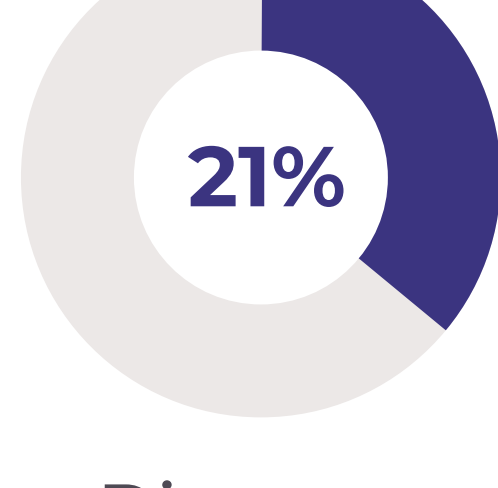




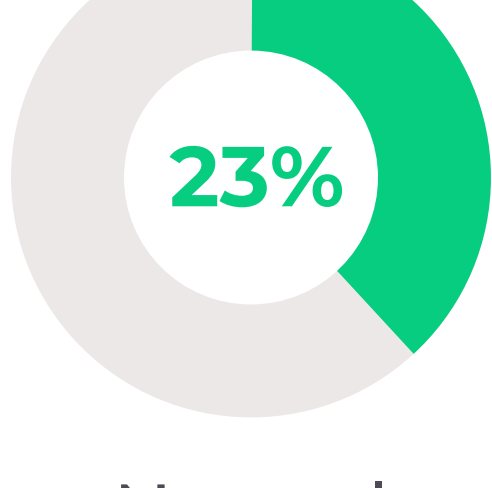
# Policyholders Want a Superior Claims Experience and Insurers Are Racing to Deliver

## What Policyholders Say About Their Claims Experience

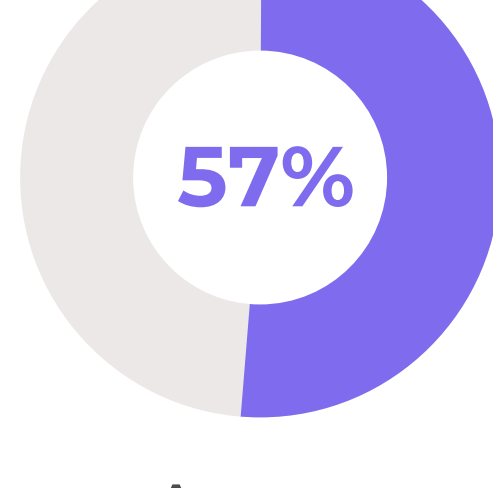
Claims process took too long



Disagree



Neutral



Agree

Base: 1,311 Online adults who are insurance customers and filed a claim over a 12 month period  
Source: Forrester Analytics Consumer Technographics Financial Services Topic Insights Survey, 2021

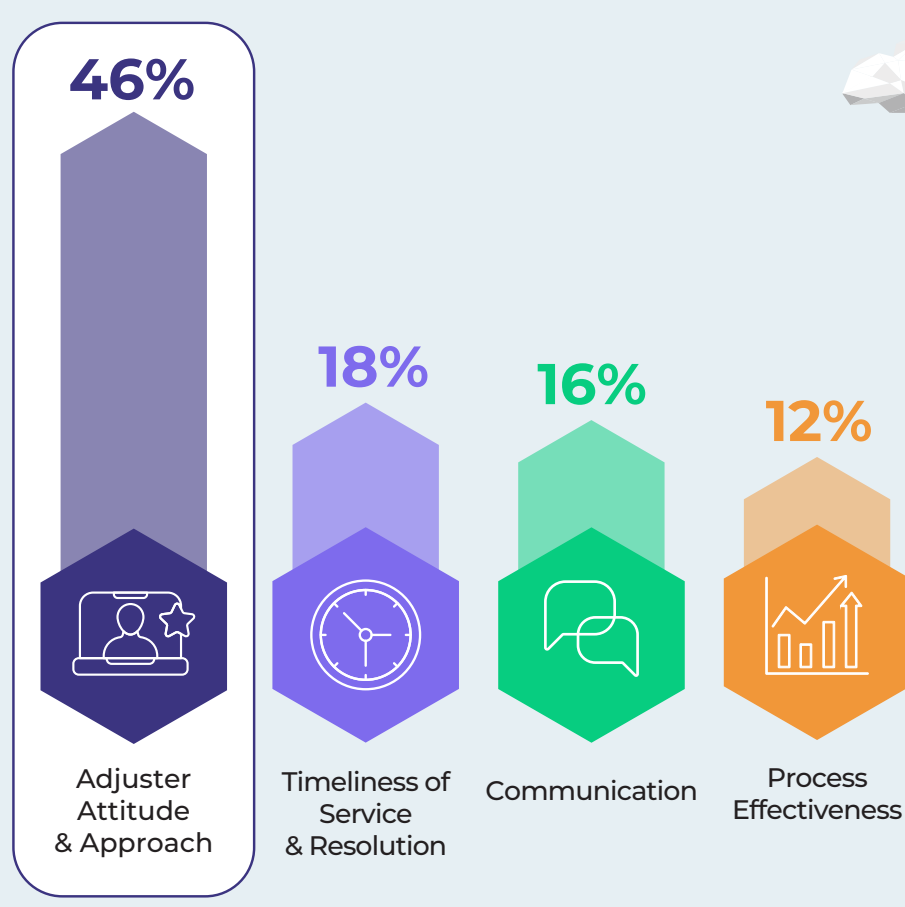
## Claims Communications and Adjuster Approach Greatly Influence Claims Satisfaction

5-Star

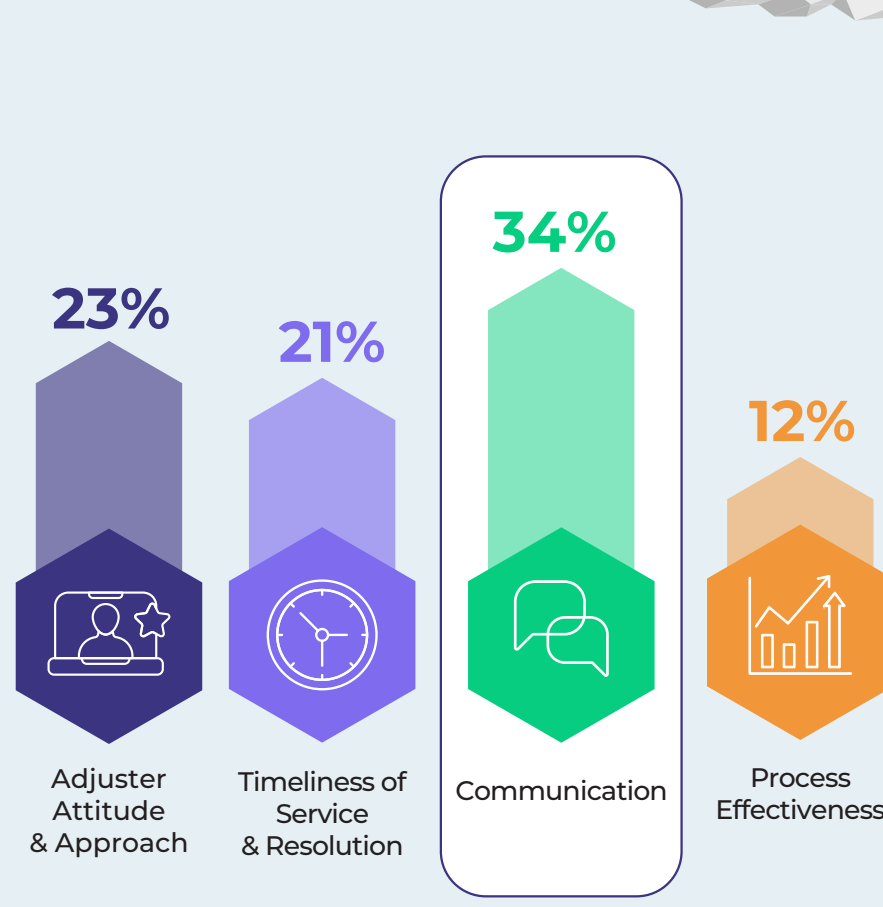


VS

1-Star



Adjuster attitude & approach was a key driver in 5-star reviews



One-third indicated lack of communication as the primary driver for 1-star reviews

Base: 24,636 customer surveys analyzed by Hi Marley

Source: Hi Marley's "What Drives 1-Star and 5-Star Customer Satisfaction Scores in Claims" white paper, 2022

## Insurers Turn to Multi-party Communication Hubs to Raise Claims Satisfaction Scores



### Capabilities

- ▶ Real-time communication between claims stakeholders
- ▶ Multi-format claims information exchange
- ▶ Supervisors review claims communications in real-time
- ▶ Seamless integration with insurer's core system

### Benefits

- ▶ Greater adjuster efficiency
- ▶ Fewer claims telephone calls
- ▶ Reduced claim cycle time
- ▶ Satisfied policyholders become loyal customers

## Policyholders Love to Communicate via Text Messaging

86%

Use text as their primary method of electronic communication.

84%

Would save an insurance text number to their contacts.

71%

Prefer to receive a text over a call or an email as an interaction point with a business they already have a relationship with.

71%

Would text with their insurance company if it was offered.

71%

Prefer to get an insurance policy from a company that offers texting over a company that doesn't offer texting.



When asked which expectation was most important when texting with an insurance company, speed of response was the top answer.

## and Multi-party Communication Hubs Excel at Text-based Claims Processing

Base: Random sample of 1,000 people aged 18 and older of varying genders, ethnicities, education levels, incomes and other demographics.

Source: Hi Marley 'State of Business Texting' Survey, 2021

Raise your claims satisfaction scores! Experience live engagement between a policyholder, adjuster and claims supervisor through a multi-party communication hub

[Click here to find out more](#)

