

CASE STUDY

NLC Insurance Partners with Hi Marley to Offer More Communication Options



Hi Marley Enables NLC to Deliver an Optimal Customer Experience Across All Touchpoints in the Customer Journey

“Being there when our customers need us is our number one priority. With 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. With text messaging, our customers can reach us when it’s convenient for them.”

RICHARD LORD

Vice President, Claims at NLC

CHALLENGE

NLC Insurance Companies (NLC) continually looks for ways to make its claims experience easier, more reliable and more convenient for its policyholders.

Policyholders expect to communicate with insurance companies the way they do with other service providers. [Hi Marley's study](#) found that 86 percent of people say texting is their primary method of electronic communication. And 80 percent said they would prefer to text with their insurance company if offered.

NLC wanted to provide more options to satisfy its policyholders' shifting communication preferences, enhance customer service and streamline operations.

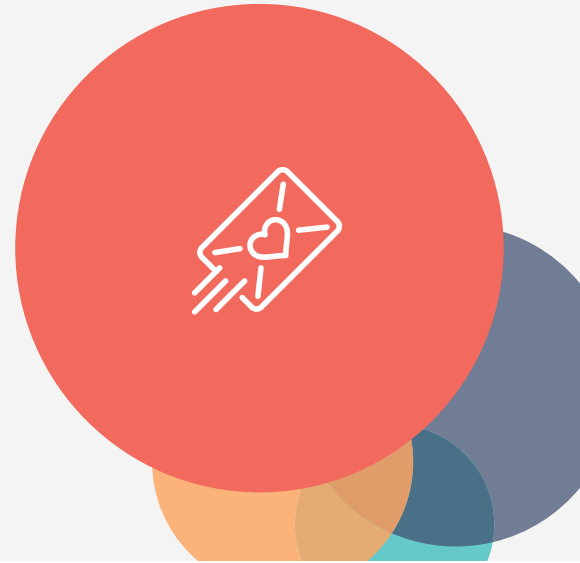
SOLUTION

The Hi Marley Insurance Cloud enables NLC to use text messaging to communicate with policyholders, share photos and documents, and receive real-time updates regarding the status of their claim, resulting in faster claim lifecycles.

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We immediately received positive feedback as our staff started using the platform. **They love how quickly they can respond to customers' needs** without spending time listening to voicemails and sifting through emails and our policyholders like it because their claims get adjusted quicker.”

DEBBIE WILLIS
Claims Manager at NLC



RESULTS

Ability to Receive Documents and Photos Via Text Reduces Cycle Time

NLC is committed to resolving it as quickly as possible. Hi Marley allows NLC claim representatives to quickly receive documents and photos via text, eliminating the need to use email and reducing cycle times on claims.

NLC adopted the technology quickly. As the opt-in rate continues to climb, NLC has seen a significant reduction in phone calls and increased efficiencies.

Guidewire ClaimCenter Integration Increases Efficiencies

The NLC team also values the Hi Marley's Ready for Guidewire ClaimCenter integration.

“After seeing the integration in action, we were sold on the value of this technology and knew Hi Marley was exactly what we needed,” said Lord.



“We saw how powerful the two platforms working together could be and the efficiencies the integration would drive for our business and our policyholders.”

Hi Marley's Ready for Guidewire ClaimCenter integration enables NLC adjusters to launch Hi Marley directly from ClaimCenter. It automatically keeps all conversations, images and details related to the claim in one place, allowing multiple team members to access accurate, up-to-date information, enabling faster claims resolution.

“We want to enhance customer service first and foremost. With Hi Marley, we can proactively provide our policyholders with updates about important landmarks in the claims cycle before they ask. We are already taken by the speed and efficiency in which we can get critical information in the hands of the people who need it.”

RICHARD LORD
Vice President, Claims at NLC

Marley Mobile for Field Adjusters Streamlines Communication

NLC is also excited to use Marley Mobile for field adjusters. With Hi Marley, field adjusters can text from their phone and the transcript is immediately uploaded to ClaimCenter.

In auto claims, inefficient communication can lead to additional costs that add up quickly. NLC noticed that if a policyholder's car is totaled, the documentation that the auto shop needs to release the vehicle often creates a hold-up. The carrier developed its own release that customers can sign and send back over text. This change moves the process along faster and helps control costs like storage charges.

With Hi Marley's text messaging capabilities, NLC can easily communicate with customers, repair shops and rental providers, resulting in improved response times, reduced rental times and lower overall costs.

Translation Feature Alleviates Stress

Hi Marley's language translation feature has also removed barriers to communication, allowing insureds to communicate in their preferred language during the claim and further reducing stress in an already stressful situation.



"The translation feature helps us strengthen our relationships and serve as a trusted partner for our customers," said Willis.

NLC is committed to providing superior customer service while meeting the evolving needs of its customers. Hi Marley is thrilled to partner with this innovative carrier to offer its policyholders options in the way they communicate to create more lovable experiences and take care of the people who count on them.

"That's why translation is one of my favorite features of Hi Marley's platform. It allows our representatives to easily communicate with customers without adding delays and cost."

DEBBIE WILLIS
Claims Manager at NLC



Learn more at
www.himarley.com