

CASE STUDY

MMG Innovates to Offer an Exceptional Claims Experience



 **125+ years**
Providing an exceptional customer experience

 **9X recipient**
Best Places to Work in Maine

 **30%**
Messages in Hi Marley have a media file attached

 **73%**
Opt-in rate, above industry average

Committed to Exceptional Service for 125 Years, MMG Insurance Continues to Improve the Customer Experience with Hi Marley

CHALLENGE

Committed to providing an exceptional customer experience for more than 125 years, MMG is always looking for opportunities to improve its offerings.

Headquartered in Presque Isle, ME, MMG knew that customers wanted the option to communicate via text messaging.

SOLUTION

Hi Marley partnered with MMG Insurance to help the P&C insurance provider continuously improve on its commitment to superior service.

Built for the claims ecosystem, the Hi Marley Insurance Cloud allows claimants and policyholders to opt-in to a text conversation with the carrier's claims team, streamlining communications and increasing efficiencies.

MMG's technology professionals loved that implementing Hi Marley did not require a heavy IT lift, so they could stay focused on other major technical projects and innovation initiatives that required their skills and attention.

"Hi Marley is truly an out-of-the-box solution, so it was helpful for us," said Abel Russell, Claims Director at MMG. "There's no level of expertise required; we didn't need to get a technical resource, enterprise architect, or IT involved."



"We just need to set up a user, and they can start texting with customers in two minutes. The platform has already made a huge impact without a lot of effort."

RESULTS

Ease of Sending and Receiving Media Files via Text Message Helps MMG Process Claims Faster

With Hi Marley, MMG claims professionals can easily collect photos, videos, documents and other important media files via text messaging. Prior to Hi Marley, MMG customers would run into issues with too large files or difficulties attaching items to emails. Now, 30 percent of the messages in Hi Marley have a media file attached, a much higher percentage of claims than before, which helps MMG reps process claims faster.

Employee Satisfaction Improves with Access to Tools that Increase Efficiencies

A nine-time recipient of Best Places to Work in Maine, MMG knows that giving employees the tools to make their jobs easier increases satisfaction. Hi Marley enables the adjusters to streamline communications and increase efficiencies.

"When a customer has to call us to ask a simple question, it can turn into a five-minute conversation," said Russell. "With text messaging, they can ask the same question in three seconds."



"The method we use to communicate completely changes the amount of time we, or our customers, need to invest in each claim."

MMG's opt-in rate for text messaging started high, at 73 percent, above the industry average and continues to climb.

With significant adoption right out of the gate, it's clear MMG listens to its customers and continually innovates to offer an exceptional experience.

"Our users are loving Hi Marley," said Russell. "They like the pace of communication; text messaging enables our adjusters to increase efficiencies and answer customer questions quickly."

"Everyone I've worked with at Hi Marley knows how to talk about insurance. Since we're all speaking the same language, it has made getting things up and running so much easier. That sounds basic, but I've dealt with vendors in different industries, and it's hard when they don't understand our customers and our business needs. Hi Marley knows insurance, which **ensured we had a smooth implementation** and are getting the most out of the platform."

Abel Russell
Claims Director, MMG



Learn more at
www.himarley.com