

Uncovering Frequently Asked Questions to Drive Satisfaction in Auto Claims



19,000

car accidents happen every day in the U.S.



Carriers can't predict when accidents will happen, but they can anticipate and assist with customers' needs.

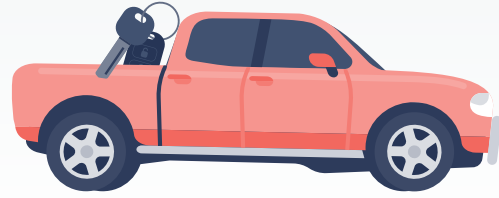
1,040
claims

Hi Marley analyzed **1,040 claims** to reveal the most frequently asked questions, who they involve and how carriers can get ahead of these inquiries.

Customer inquiries mentioned two entities most frequently:

48% Body Shop

25% Rental Car Provider



Rental Car-Specific Customer Inquiries Related to:

19%
Rental Extensions

15%
Rental Charges or Coverages



64%
Rental Car Scheduling

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Industry leaders will improve claims experiences by focusing on clear and **helpful communication, expectation setting, and optimal timing.**”

BAIN & COMPANY
Q4 2021-Q3 2022 NPS Prism® US Insurance survey

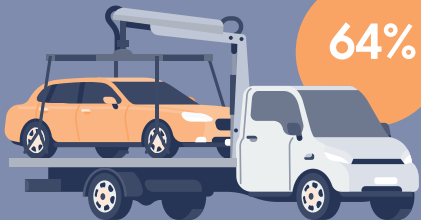
26% of body shop-related questions asked for shop reviews or recommendations.

Carriers can proactively offer a list of preferred body shops, with contact information and other details.



64% of towing and salvage questions revolved around tow-process explanation.

Carriers can ensure they explain the tow process and what is expected from the customer at the start of the claim.



Carriers can proactively address **98% of rental-specific** inquiries using predefined text message templates that provide information related to:

- ✓ Policy Details and What the Policy Covers
- ✓ Scheduling Process and Expectations
- ✓ Rental Car Vendor Locations
- ✓ How Rental Extensions Work

With Hi Marley, carriers can utilize configurable SMS templates for high-frequency communications to:

- Save time
- Reduce inbound messages and questions
- Streamline adjuster workflows
- Keep customers informed
- Improve the policyholder experience

To read the full study and learn more about message templates and other purpose-built features and capabilities that help improve the claims process and increase customer satisfaction, visit www.himarley.com.