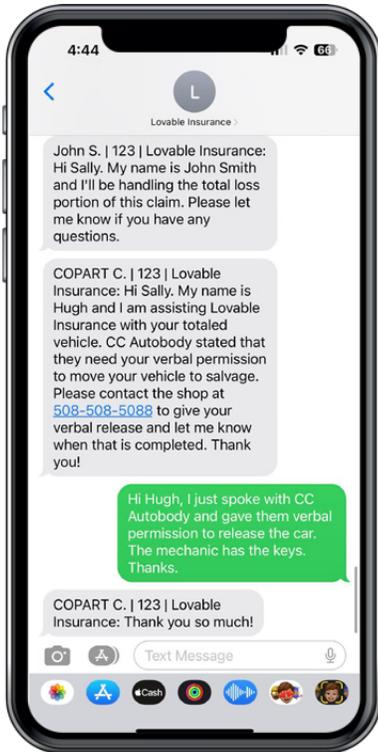




# Hi Marley's Total Loss Assist

Modernizing Auto Total Loss Claims from FNOL to Payment



Network collaboration via SMS reduces total loss claim cycle time.

## Total Losses are Totally Complicated

Navigating the total loss claim process is difficult for everyone. Consumers become aggravated with process uncertainty, disjointed communication and managing multiple vendors while carriers face increasing costs through storage fees, rental charges and productivity loss.

To achieve high customer satisfaction rates and efficient workflows for total loss claims, carriers need to take an empathetic approach, provide customers with clear expectations and strive for prompt resolutions.

## The Total Loss Assist Impact

With Hi Marley's Total Loss Assist, carriers tackle total loss process inefficiencies to improve claims handling. Through a unique integration with Copart, Hi Marley reduces the number of touchpoints needed to resolve auto total loss claims while increasing customer satisfaction. On average, carriers can expect:

- A 30-40% cycle time reduction between FNOL and vehicle pickup
- Cost savings of \$125-\$150\* per total loss claim
- Increased NPS resulting in an uptick in policyholders planning to renew

“

Our early indicators point to higher customer survey scores and reduced cycle times. We're confident Total Loss Assist will bring an improved total loss process to our customers and employees.”

**PAUL MEASLEY**

Chief Claims Officer, Plymouth Rock Assurance

## How Total Loss Assist Works

By integrating with Copart's Seller Portal, Hi Marley acts as the communication hub for the total loss process on a single text thread. A live workflow tracker follows claim progress and highlights next steps for operators.

- 1 | Once a vehicle is deemed a total loss, carriers set expectations with the policyholder via SMS with the assistance of automated message templates optimized for mobile.
- 2 | The case is auto-assigned to the appropriate carrier or Copart total loss operator in Hi Marley to process the claim efficiently.
- 3 | As part of the salvage process, Hi Marley's Total Loss Assist ingests salvage alerts from the Copart Seller Portal, such as the customer needing to remove belongings from their vehicle.
- 4 | When a total loss release alert is triggered, Hi Marley notifies the responsible operator through automated, collaborative messaging.
- 5 | Simultaneously, a real-time, automated message is sent to the policyholder with a specific call to action in the existing carrier text thread. This eliminates additional vendor communications and customer confusion.
- 6 | With Multi-Party Texting, additional partners like tow and rental companies are added to the conversation to streamline communication and collaboration.

This process can support any type of salvage alert, including release and title alerts.

## A Glimpse into the Automated Release Process

Hi Marley's Total Loss Assist notifies operators when there is a release issue on a total loss claim then sends an automated text to the policyholder with steps to resolve the issue. Once resolved, operators can mark as complete to clear the issue in Hi Marley and at Copart.

**hi marley** NEW Chat Inbox BETA ON ⓘ

Auto-Assign OFF MB

**Inbox** Smart Sort

All My Cases

3 Chats

**MARCIO TOSCANO-CORDER** Just Now

Hi MARCI confirming your vehicle was suc...

Case: 6502295665919 Open: Today

COPART CLAIM

**Nick Cook** 39 Min. Ago

Suro thing

Case: 15201 Open: 203 Days

GENERAL CASE

**Nick Cook** 39 Min. Ago

Thank you

more chats

**MARCIO TOSCANO-CORDER** ID 6502295665919 - Assigned to you

Current vehicle location:  
TOW YARD EARLYS ON PARK AVE  
536 PARK AVE., WORCESTER, 01603, MA  
(555) 756-1412

Check out this link for more info and I will be in touch on next steps:  
<https://www.himarley.com/what-to-do-and-know-about-your-total-loss/>

Release Issue MAR 21 4:38 PM

Owner Needs to Remove Personal Items

View Suggested Responses

4:38:29 PM

**Marley** -Lovable Insurance @Loveable Insurance

Hi MARCI, we need to move your damaged vehicle to proceed with the claim process and your belongings have not been removed. Please contact TOW YARD EARLYS ON PARK AVE at (555) 756-1412, located at 536 PARK AVE., WORCESTER, 01603, MA, to provide a date and time for a visit to collect your belongings. Please let me know when you will get the chance to do so. Thank you

4:45:01 PM

**MARCIO TOSCANO-CORDER (Primary Contact)**

All picked up. Thanks!

Release Issue Resolved MAR 21 4:46 PM

Owner Needs to Remove Personal Items

View Suggested Responses

Vehicle Checked in at Copart Yard MAR 21 4:48 PM

View Suggested Responses

4:48:20 PM

**Marley** -Lovable Insurance @Loveable Insurance

Hi MARCI, confirming your vehicle was successfully transferred to MA - SOUTH BOSTON at 82 Cape Road, MENDON, 01756, MA. No action is required at this time.

3 Chat Participants View

Write MARCIO TOSCANO-CORDER

Send

English (Default) 0/1400

**Details** Manage

**MARCIO TOSCANO-CORDER**

Media (1)

Notes (1)

Add a Note

**Copart (Vendor)** 18 min. ago

@Matthew Cooper Copart Seller Portal Release Alert: Owner Needs to Remove Personal Items

Comment: I spoke with Bob at shop and the owner called the shop, and stated he forgot a few things in the vehicle.

Seller Portal: <https://seller.copart.com/lotdisplay/123>

Owner Name: MARCIO TOSCANO-CORDER

Vehicle Description: 2016 SILVER KIA SOUL

Vehicle at: Shop

Shop Name: TOW YARD EARLYS ON PARK AVE

Pickup Location: 536 PARK AVE WORCESTER MA01603

Phone Number: (555) 756-1412

Yard Name: MA - SOUTH BOSTON

Yard Address: 82 Cape Road MENDON MA01756

Yard Phone Number: (508) 473-4572

Release Issue Mark As Resolved

To learn more and request a demo, visit [www.himarley.com/totalloss](http://www.himarley.com/totalloss).