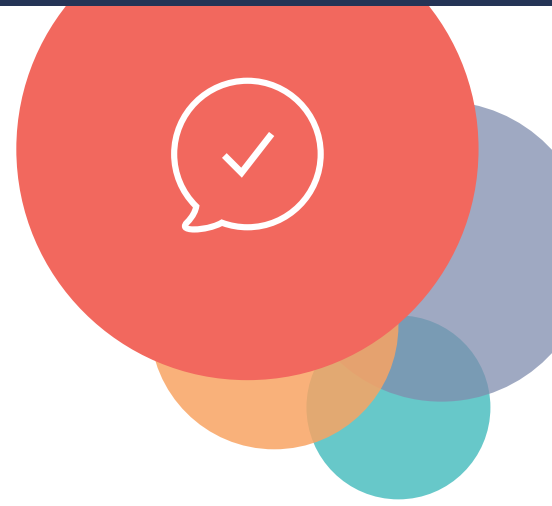


Hi Marley for Service

Drive efficient, lovable conversations for P&C customer service teams.



Use Hi Marley to text with customers for common service requests like:

- Policy and billing inquiries
- Bill changes and payments
- Document requests
- Policy changes
- Rate increase questions
- Technical support
- Cancellations
- And more

Breaking Through Current Service Model Limitations

Traditional P&C customer service models create high operational costs for low-value transactions. Poor phone experiences, long hold times, transfers, language barriers, and self-service limitations leave customers and service representatives feeling frustrated. With an innovative, customer-friendly service solution that enables timely resolution, carriers can transform the current model, increase satisfaction and enhance operational efficiencies.

Hi Marley's Conversational Platform for Service

Hi Marley reduces operational costs and enhances customer satisfaction by providing policyholders with a preferred, hassle-free text messaging channel that bypasses Interactive Voice Response (IVR) navigation and hold times while maintaining the conversation history for easy reference.

- ☆ Service reps benefit from more efficient, productive interactions, particularly for simple inquiries
- ☆ Supervisors gain real-time, comprehensive performance insights and escalation capabilities to promptly resolve issues
- ☆ The entire service organization enjoys policyholder engagement at lower costs than voice channels and integrates seamlessly with Customer Service Management systems

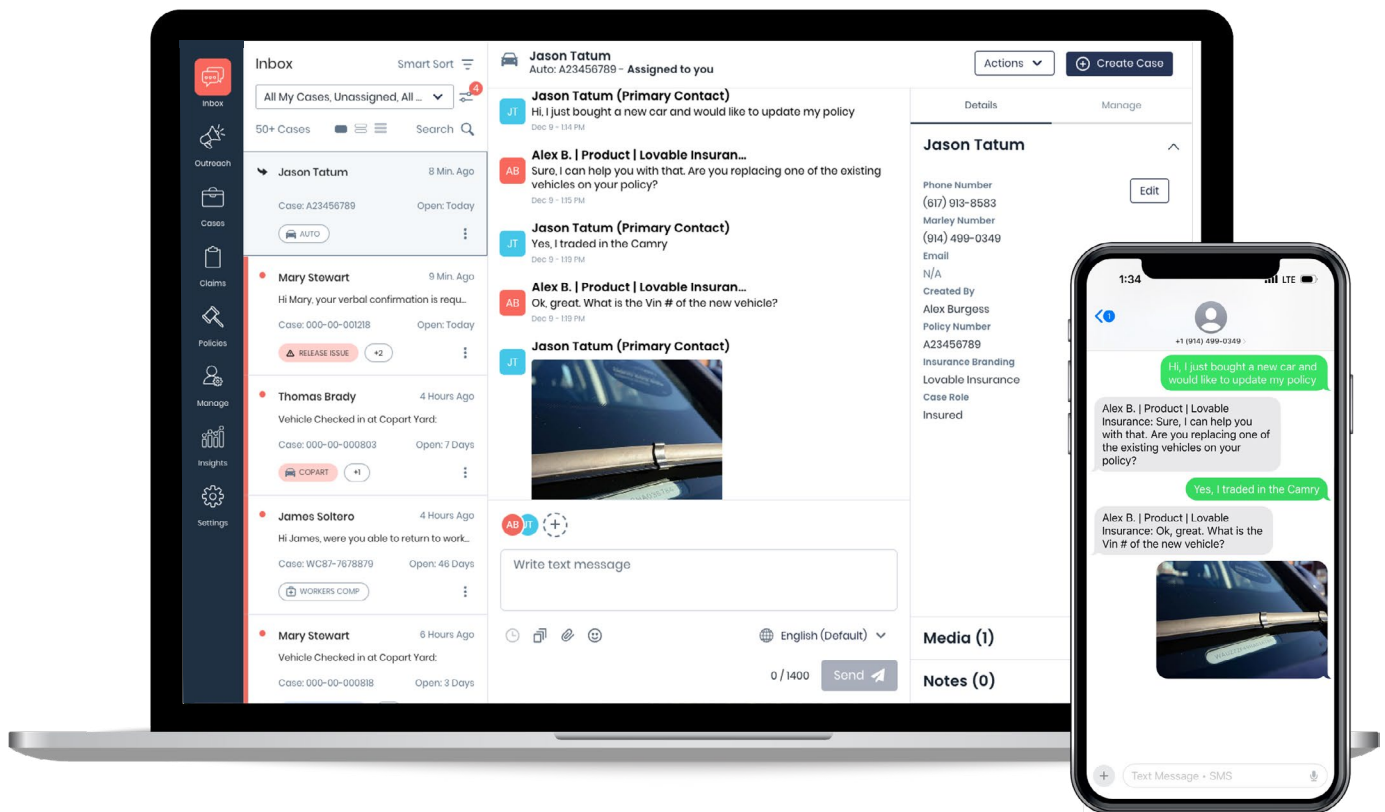


Why Texting Wins Over Webchat: Texting enables seamless, persistent conversations from anywhere, preventing crashes and frustration while boosting engagement. It establishes the insurer as a trusted, always-available contact and allows reps to manage multiple conversations asynchronously, driving higher ROI.

How it Works: the Trusted Contact in Your Pocket

Hi Marley for Service's simple workflow establishes text as the preferred communication channel with immediate opt-in, increasing engagement to drive long-term customer loyalty.

- 1 | Start the Conversation** - Customers can text a phone number or opt in through IVR or representatives can initiate a text conversation.
- 2 | Collect Initial Information** - Key information is automatically collected to ensure the customer can be verified and assigned to the right representative based on their need.
- 3 | Representative Assignment** - An available representative is automatically assigned to handle the service request.
- 4 | Human-to-Human Texting** - Representatives text with policyholders using Hi Marley's suite of conversational tools (translation, templates, and more) and fulfill their service needs.
- 5 | Integration and Analytics** - Managers' service dashboards track wait times, average handling times, queue volumes and more, while integrations with CRM systems keep all information in one place.



Policyholders Want to Text: A Hi Marley survey revealed that 71% of people would text with their insurance company if it was offered, and 84% would save an insurance text number to their contacts