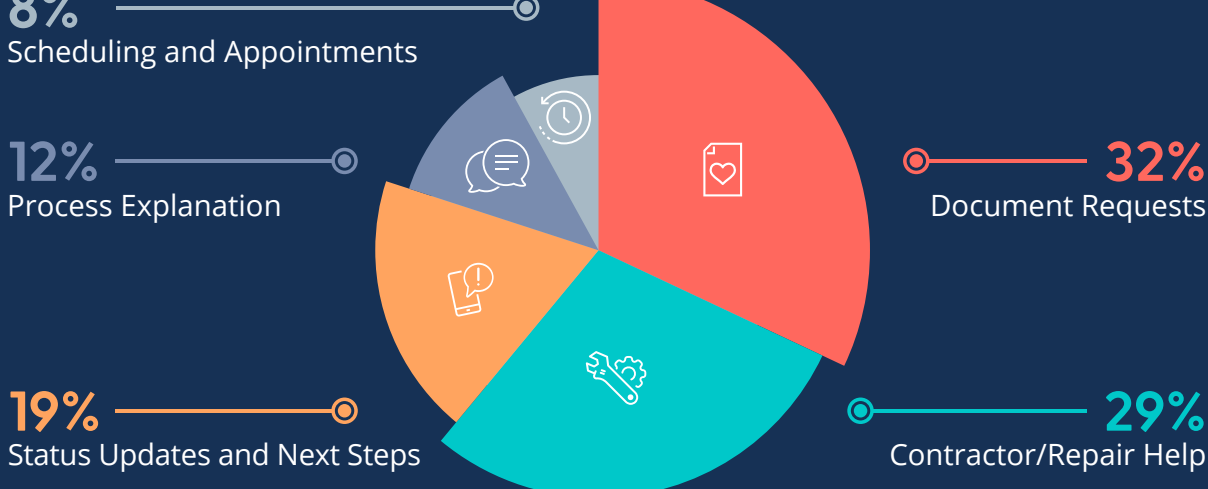


# Understanding What Policyholders Really Need During Property Claims

Hi Marley analyzed 4,725 property claims conversations in our database and uncovered five root causes of the **most frequently asked questions in property claims**.

**4,725**  
PROPERTY CLAIMS

## Root Causes of Customer Inquiries During Property Claims



## Staying Ahead of These Customer Needs Will Help Carriers Drive Efficiencies and Customer Satisfaction in Property Claims

**Customers needed assistance with sending, accessing or receiving forms, submitting documents or understanding paperwork requirements.**

"What forms do I need to submit in order to receive the remainder of the reimbursement for my roof repair?"

"Will you be sending the property loss appraisal so I can share with my contractor?"

**32%**  
DOCUMENT REQUESTS

**Policyholders requested help finding contractors or service providers, including recommendations for roofers, plumbers, or restoration experts.**

"I'm not from here. I need a recommendation for a company or plumber that will come to find and repair a leak."

"I talked to the roofer who put the shingles on originally, he says I need a company that can work on the vents and gutters. Do you know of places that I could call?"

**29%**  
CONTRACTOR/REPAIR RECOMMENDATIONS

**After the initial communication, customers asked for updates on their claim's progress and what happens next.**

"Just wondering if you have had any updates on the repair status of the kitchen area?"

"Roofing inspection has been done for my claim, can you confirm next steps?"

**19%**  
STATUS UPDATES AND NEXT STEPS

**Questions resulted from lack of clarity around the claims process, what's covered, and what to expect.**

"How should we proceed to be efficient with getting the floors reinstalled and sewer line fixed? Do you send me a check? Or pay each contractor?"

"Where should I go? Am I able to be covered for a hotel or somewhere to stay?"

**12%**  
PROCESS EXPLANATION

**Inquiries centered around setting up or rescheduling appointments for inspections, adjuster visits, or repairs.**

"Should I cancel the appointment since we do not have the coverage for sewer water damage?"

"I was wondering if we can set up an appointment for early next week to discuss this issue?"

**8%**  
SCHEDULING AND APPOINTMENTS

## Hi Marley's Conversational Platform Makes Property Claims Communication Easier, Faster, and More Transparent

### HI MARLEY MOBILE APP

Keep conversations flowing and support field adjusters on the go with the Hi Marley mobile app

### INSTANT DOCUMENT AND MEDIA SHARING

Reduce the back-and-forth with instant document and media sharing via text

### SHARE RECOMMENDED SERVICE PROVIDERS

Leverage pre-defined message templates to proactively share recommended service providers information

### AUTOMATED STATUS UPDATES

Keep policyholders informed with automated status updates

### EXPLAIN THE CLAIMS PROCESS UP FRONT

Thoroughly explain the claims process up front, providing customers with written details they can reference at any time

### SIMPLIFY SCHEDULING

With effortless appointment confirmations and reminders

“

## Hi Marley Optimizes Claims Handling for Field Adjusters

This adjuster had tree estimates, electrical estimates and pictures of damages before even pulling in the driveway of our customers' homes. Hi Marley is a great tool for field adjusters because the customer doesn't need to waste time giving another 30-minute spiel about what happened when we arrive—we **already have all the information and can move on to the next steps faster.**”



Chad McReynolds, Claims Training Specialist, Farm Bureau Insurance of Tennessee

**WANT TO LEARN MORE?**

Visit [www.himarley.com/property](http://www.himarley.com/property)