

CASE STUDY

Hi Marley's Guidewire ClaimCenter Integration Delivers Immediate Value for Red River Mutual



Red River Mutual Enhances Communication, Innovation and Customer Satisfaction with Hi Marley

BENEFITS & RESULTS

 **100%**

Adjusters Have Hi Marley Cases Open

 **70%+**

Cases Created in Hi Marley

 **80%**

Opt-in Rate

 **6-Point**

Net Promoter Score Increase

THE CHALLENGE

[Red River Mutual](#), based in Manitoba, Canada, has protected the livelihoods of customers and their communities since 1875.

"As a small to mid-sized company, our competitive advantage is ease of doing business and care for the policyholder," said Scott Jodoin, Claims Manager at Red River Mutual. "Part of that is communicating with our customers in the channel they prefer, and that's where Hi Marley comes in."

Red River Mutual recognized the value of texting as a preferred communication channel for their customer and employee experience. They also wanted to streamline operations and speed up claims with improvements across workflows, including photo and image sharing.

THE SOLUTION

A Unified Communication Platform Brings Seamless Texting to the Claim Experience

After evaluating several different communication platforms, a senior adjuster heard about Hi Marley and brought it to leadership's attention. Hi Marley's P&C insurance focus, strong customer service and ability to integrate with [Guidewire ClaimCenter](#) stood out.

Following a successful 30-day pilot, Red River partnered with Hi Marley to bring seamless texting and collaboration to the claims process.

“

Our adjusters immediately experienced how Hi Marley reduced phone calls, especially for providing quick updates or answers to questions. **Texting creates faster communication overall**, and, unlike email or phone calls, texting allows adjusters to build friendly rapport with insureds as the claim progresses.”

CHANTAL SAUVE

Claim Supervisor at Red River Mutual



THE RESULTS

Hi Marley's Seamless Guidewire ClaimCenter Integration Eliminates Manual Work, Adjusters Fully Embrace the Platform

A crucial factor in Red River Mutual's decision to work with Hi Marley was the ability to integrate with Guidewire ClaimCenter.

Red River Mutual deployed and began testing Hi Marley's Guidewire ClaimCenter v10 accelerator within one month of receiving the code package.

“There is not a single adjuster who doesn't use Hi Marley; **all of our adjusters have Hi Marley cases opened.**”

CHANTAL SAUVE

Claim Supervisor at Red River Mutual



“When we went live with Hi Marley's Guidewire ClaimCenter integration, **all of the major features worked right away**,” said Chantal Sauve, Claim Supervisor at Red River Mutual.

“With Hi Marley's Guidewire ClaimCenter integration, all media received from the insured, related documents and conversation transcripts automatically save directly to the Guidewire ClaimCenter claim file, streamlining the process,” explained Scott. “We now have one-click case creation; it's a huge time saver and removes a lot of the manual tasks for adjusters.”

To encourage Hi Marley adoption following the integration, Red River Mutual introduced a Key Performance Indicator (KPI) that required adjusters to create 75 percent of claims in Hi Marley.



“After one year, we no longer need to make Hi Marley usage a KPI; our adjusters see the **value in using the platform, and engagement remains high**,” said Scott.



“

Since implementing a seamless integration between Hi Marley and Guidewire, we've seen a **six-point increase in our Net Promoter Score** (NPS) over the past 24 months, reflecting stronger customer satisfaction and engagement.”

LYNDON FRIESEN

Senior Vice President of Insurance Operations & Service, Red River Mutual

80% Opt-in Rate and Six-Point NPS Increase Demonstrate How Improved Communication Leads to Higher Customer Satisfaction

Red River Mutual also saw improved customer satisfaction with Hi Marley's Guidewire ClaimCenter integration with a six-point increase in its Net Promoter Score (NPS).

80%

And, with a consistent **80 percent opt-in rate**, it's clear policyholders prefer texting to communicate.

In Red River Mutual's claim satisfaction surveys, respondents continue to cite texting for making the claim process easier to navigate.

“Hi Marley is making a difference,” said Chantal. “Negative survey feedback about communication has gone down as the Hi Marley usage has increased.”

Hi Marley and Red River Strengthen Partnership, Continue to Innovate and Expand Capabilities to Support Diverse Customer Base

Hi Marley and Red River Mutual continue to strengthen their relationship, find new ways to deliver superior claims experiences, and explore enhancements that better serve their communities.

One meaningful example came from the growing number of Ukrainian-speaking customers in Winnipeg. The Red River Mutual team asked Hi Marley to add Ukrainian to its [translation feature](#) to eliminate communication barriers and ensure clear, seamless communication for all customers. Hi Marley made the language available within a few weeks.

“We're not the biggest carrier, but the urgency and listening to us when we needed to add another language was huge for us and **helped support our diverse customer base**. Hi Marley never makes our requests feel insignificant.”

CHANTAL SAUVE

Claim Supervisor at Red River Mutual

Learn more about Hi Marley's integration with Guidewire ClaimCenter at www.himarley.com/guidewire-claimcenter-integration/



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