

## Frequently Asked Questions

# Plymouth Rock Assurance and Hi Marley Program

### OVERVIEW

#### **Q: What is Hi Marley?**

Hi Marley is a software provider offering the first AI-enabled conversation platform specifically designed for the insurance industry. Hi Marley enables insurance carriers to easily and quickly communicate with customers and other partners in the insurance ecosystem so they can deliver an optimal customer experience.

#### **Q: How does Hi Marley's texting functionality work?**

Hi Marley's AI-enabled SMS texting platform supports communication between insureds and their entire insurance network. The platform facilitates the entire claims process through a single, unified, real time text conversation. It also offers language translation (currently English, Spanish and French with more to come) and enables the two-way transmittal of photos, videos, and files for secure, accurate and quick claims resolution.

#### **Q: What is the benefit of this program?**

Hi Marley enables us to meet our customers where they are. As an insurance company known for its friendly customer service, Plymouth Rock realized the need to fulfill a growing customer preference to conduct business digitally via text message, rather than through traditional approaches, such as phone calls, e-mails, or in-person appointments. Using Hi Marley, Plymouth Rock customers will be able to efficiently and conveniently arrange nearly all aspects of the claims process through text messaging.

### FOR CUSTOMERS

#### **Q: Who is eligible to use this program?**

Any Plymouth Rock auto policyholder in Massachusetts, New Hampshire, Connecticut, New Jersey, Pennsylvania or New York who opts-in to text messaging is eligible.

#### **Q: How do I initiate a claim?**

You can report a claim the same way you normally would, either online or over the phone. We recommend opting-in to text messaging when first reporting your claim, but you can always opt-in at any point through your claim representative. Once you've opted-in, claim-related communication can be handled using your phone in a standard text message.

#### **Q: Can I still call Plymouth Rock about a claim?**

Of course! You can call Plymouth Rock at any time during the claim process.

#### **Q: Do I have to download an app to use this service?**

No app required! You will be able to engage with your claim representative via text message the same way you would any contact in your phone.

#### **Q: Are there costs associated with using this service?**

Standard text messaging rates will apply.

#### **Q: What personal information will I need to supply for this claims process?**

You will need to submit everything you normally would while reporting a claim, which could include a police report, images of damage, etc.

#### **Q: Can I use Hi Marley to ask about billing questions?**

As of now, the program is only configured for the claims process, but we are always working to add additional features and capabilities.

#### **Q: How is my personal information protected?**

Plymouth Rock values and respects your privacy. Any data you share will be subject to Plymouth Rock's Privacy Policy (available at [plymouthrock.com/privacy](https://plymouthrock.com/privacy)).

#### **Q: Can I opt-out of this service at any time?**

Yes. To opt-out of receiving text messages you can reply with "STOP."