

MBG Sees Promising Opt-in Rates for its New SPLICE Text Messaging Tool

To date, 127 customers have opted in to receive text notifications about their claims via MBG's new texting notification service, SPLICE. This is a 25% opt-in rate, which the experts at SPLICE say is a very good start.

MBG's Claims Department is the first to use the tool. Currently, those who report a new claim to MBG and have a cell phone number listed will automatically receive a text message giving them the opportunity to opt in to MBG's text notifications.

If they do so, they receive an MBG-branded welcome message and a First Notice of Loss text with contact information for their claim adjuster. There are links in the message to their adjuster's phone number and email address. There is also a message that can be sent requesting the customer to call the adjuster, as well as one that allows the adjuster to send a message indicating that MBG is waiting on information from the insured to process the claim.

MBG has also added wording about SPLICE to the emails that automatically get sent to insureds when a new claim is reported. Right now, MBG's Claims and Information Services Departments are working on adding the same wording to promote SPLICE on MBG's automated 10-day claim acknowledgement letter. All members of the Claims staff have also had a banner added to their email signatures announcing that text notifications regarding claims are now available to policyholders.

Additional automated messages in the works include notifications about claim payments; file transfer to subrogation or to a new adjuster; auto total loss determination; and claim closure.

The hope is to expand use of the tool throughout the Company, including messages like marketing notifications, policy welcome and renewal messages, reminders about billing due dates and past due amounts, as well as customer satisfaction surveys and release of weather alerts.

To learn more about SPLICE, read MBG Bulletin CM-22-02, or this press release:

<https://fintech.global/2022/11/01/mutual-benefit-group-opts-for-duck-creek-to-improve-claims/>