

Farmers Insurance® Customers Can Now Ask Alexa for Policy and Claims Information **National insurer group introduces new Farmers Insurance skill for Amazon Alexa**

LOS ANGELES, Aug. 22, 2017 /PRNewswire/ -- A new Farmers Insurance® skill for Amazon Alexa allows customers to access policy and claims information simply by using their voice. Through Alexa, Farmers® customers can inquire about the status of their claim and obtain the direct contact information of their assigned claim representative. They can also verbally pose frequently asked questions about insurance terminology, policy coverages, deductibles and limits.

The Farmers Insurance skill for Amazon Alexa also provides claim and policy information via Alexa Mobile Cards in the Alexa app for detailed records of the voice-requested materials. As part of the insurer group's ongoing commitment to enhance the service experience for their customers, future deployments are expected to offer even more robust functionality, such as enhanced visuals for Echo Show, bill payment, and more.

"Farmers® presence on Alexa devices allows our customers to interact with our services in a new and convenient way," said Keith Daly, chief claims officer for Farmers Insurance. "By expanding our digital footprint via Alexa, we further our commitment to enhancing the experience for our customers."

[Click to tweet:](#) Farmers Insurance customers can now #AskAlexa for policy and claims information @Amazon <http://bit.ly/2vTjjSE>

Alexa is Amazon's voice-activated, hands-free personal assistant that can perform a variety of tasks such as play music, make calls, check the weather, and now, access information for Farmers Insurance customers.

The launch of the Farmers Insurance skill for Amazon Alexa is the latest in a series of digitally-focused innovations implemented by the national insurer group in recent months. In June, Farmers introduced a new [roadside assistance tool](#) that delivers a rideshare-like experience for customers waiting for a tow. The service uses technology to locate a customer quickly, then identifies the closest service vehicle instantly, and provides a live progress map for customers to follow conveniently from their smartphones.

"Farmers is committed to providing a truly differentiated customer experience and our ongoing investments in technology, like this new skill for Alexa, will enable us to deliver greater speed and efficiency on behalf of those who have chosen Farmers," said Ron Guerrier, chief information officer for Farmers.

Also in 2017, Farmers began offering a usage-based insurance application called [SignalSM](#), which monitors distracted driving and allows users to see where and when they get distracted from their smartphone.

Farmers customers with Alexa-enabled devices can begin accessing policy and claims information immediately by saying "Alexa open Farmers Insurance," and reference Alexa Mobile Cards in the Alexa app for Android and Apple devices.

About Farmers Insurance

"Farmers Insurance®" and "Farmers®" are tradenames for a group of affiliated insurers providing insurance for automobiles, homes and small businesses and a wide range of other insurance and financial services and products. Farmers Insurance is proud to serve more than 10 million households with over 19 million individual policies nationally, through the efforts of more than 48,000 exclusive and independent agents and approximately 21,000 employees. Farmers Insurance Exchange®, the largest of the three primary insurance insurers that make up Farmers Insurance, is recognized as one of the largest U.S. companies on the 2017 Fortune 500 list.

For more information about Farmers Insurance, visit Farmers.com, Twitter and Instagram, @WeAreFarmers, or [Facebook.com/FarmersInsurance](https://www.facebook.com/FarmersInsurance).

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