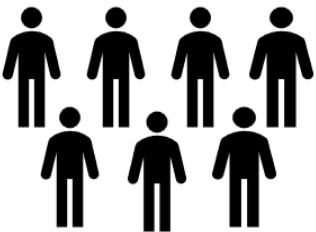


INITIATIVE	Liberty+ platform for homeowners
AWARD	Celent Model Insurer 2025 for Customer Experience
EXECUTIVE SUMMARY	Liberty Mutual's Liberty+ initiative is a hub for resilience and preparation assistance for homeowners. Through the hub, policyholders can request and install a fire-safety device. And, Liberty is leveraging aerial imagery to provide a guide to roof conditions that customers can use to begin crucial repairs. More than 15% of visitors take action — whether it be completing preventative maintenance, visiting a recommended partner, or enabling tools in their homes to keep them safer.
IMPLEMENTATION TEAM	 <ul style="list-style-type: none">• 3 product managers• 3 analysts• 3 designers• 8 engineers
KEY BENEFITS	<ul style="list-style-type: none">• Severe weather: More than 15% of users are taking action to prepare their homes.• Fire safety: Installation rates exceeding 80% and an estimated loss prevention value in the millions of dollars.• Roof health: More than 15% of users take proactive steps to address identified issues.• Damage recovery: A claims-specific initiative that reaches more than 7,000 customers annually.• Appliance & home systems: About four in 10 initial users ultimately took action by completing preventative maintenance within their home.
KEY VENDORS	Not disclosed
READ MORE	Visit Celent.com to read the full case study on this initiative and explore more ways insurers are empowering policyholders via digital.