

InsurTech Firm Kelly Klee Ushers in New Era of Private Client Insurance with Mobile App

Aspen-Based Company Embraces “High Tech Meets High Touch” Philosophy With Bespoke Customer Service Tool



Aspen, Nov 23, 2020 ([Issuewire.com](https://www.issuewire.com)) - Insurance technology company Kelly Klee has launched the first-ever [custom mobile app](#) for private client insurance, taking their commitment to bespoke service to a completely new level. All Kelly Klee clients can now access their accounts via the mobile app, which can be downloaded from the [Apple App Store](#) and [Google Play](#).

“Most insurance apps are about saving the insurance company money by having do-it-yourself features,” said Kelly Klee CEO Jon Kelly. “When we first started to design this mobile app, we looked at what big insurance companies were doing and very briefly started down a similar path of automation — then we quickly realized, that’s not what people like about Kelly Klee. So, we did the opposite, and refocused the app on human connection — even naming the home screen ‘Connect’ to make the point clear.”

Instead of thinking of human connection as a barrier to technology, they embraced it. And that is what sparked the biggest breakthrough.

“We thought — why not directly tie our phone system to the mobile app?” explained Kelly Klee CTO Jacob Hernandez. “This allows our clients to instantly see if their concierge is available in real-time instead of wondering whether or not they are available. The app automatically updates to say, ‘call now’ or ‘request a call back.’”

This integration, which is the first of its kind in the industry, is just one example of the philosophy upon which Kelly Klee was built — “high tech meets high touch.”

“It reminds me of the time before Uber or Lyft existed and you used a taxi service,” Hernandez commented. “Remember how much hassle you used to have to go through to get a cab? You had to call a number — sometimes multiple times — tell them where you were, tell them what time to come, wait and hope they showed up. Now you just open your phone and hit a button. We wanted to make it that simple.”

The design team at Kelly Klee also wanted to make it easy for private clients to request coverage for newly acquired items, so they built an entirely new structure for this, too.

“The Assets section of the app was an incredibly interesting technology adventure,” Kelly admitted. “For years, insurance companies and ‘InsurTech’ startups have delivered apps that allow you to insure your bike or even your car, but no one has tried to tackle the scope and breadth of portfolios that our private clients have.”

They realized they needed to build a system that supported these high-end items but also displayed them in a way that was accessible and elegant — allowing clients to see their luxury watches alongside their cars, homes and their other valuables.

“With the Kelly Klee app, it can be a \$5 million house, a \$100,000 car or a \$10 million Picasso — all you have to do is take photos of it and tell us about it to request coverage. It’s as simple as that,” Kelly shared.

About Kelly Klee

Founded in 2014, Kelly Klee Private Insurance offers extraordinary insurance for extraordinary lives. With comprehensive plans designed to cover important assets and personal wealth, including high-value homes, automobiles and specialty vehicles, boats, watches and other valuables, Kelly Klee’s service was engineered by and for busy people who value their time. They were the first to couple modern technology with the best insurance products for high net-worth families. Kelly Klee is based in Aspen, Colorado with remote employees across the U.S.



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