


Ranking #1 again in overall digital capabilities feels good. Helping our customers feel even better.

2019
2020
2021
2022
2023
2024
2025

► Digital Capabilities | My Account

According to  **keynova**
The Hartford ranks 1st overall, maintaining its leadership position across all categories and tasks.

We lead by double-digit margins in every major category and task, outperforming other carriers in Functionality, Ease of Use, Privacy & Security and Support & Access.

The Hartford continues to lead the industry, ranking #1 overall by Keynova Group. Our double-digit margins in all major areas reflect the impact of our ongoing investments and our commitment to putting customers first.

#1 in:

Functionality – digital capabilities spanning across all task types

Ease Of Use – new policies/accounts are automatically enrolled in online management and include prefilled data elements

Privacy & Security – sophisticated security features – CAPTCHA, device-based multifactor authentication with alerts

Support & Access – advanced chat and chatbot tools available (proactive, routes to support contact if needed)

Policyholder Acquisition – product information, coverage advice and quoting

Account Management – policy inquiry/changes and certificates/documents

Billing & Payments – “Pay-as-you-go” billing options (XactPAY®) integrated into core servicing platform

Claims – claims reporting, tracking/status, notifications, injured workers can accept payments online, damage inspections for business property can be conducted on a mobile device, and more

The Hartford's Overall Score relative to its peers highlights the carrier's ongoing strength in the digital acquisition and servicing of small businesses.

– Keynova Small Commercial Insurance Scorecard 2025

Inside the numbers.

82%

of customers are registered for My Account, The Hartford's online service platform

90%

of customers who access My Account resolve issues without having to call

To learn more, contact your
Small Business sales representative.

