



# #hearsay social™

THE LEADING SOCIAL SELLING SOLUTION, BUILT FOR  
PROPERTY AND CASUALTY INSURANCE

Hearsay Social is the leading social selling tool for insurance agents. That's why more than 150,000 agents at the world's most successful firms rely on it to attract prospects, retain customers, and grow their business.

How? Hearsay Social makes it easy to nurture customers and prospects with personalized content, then connect one-on-one at moments that matter. The simple, mobile-first approach turns social media into a sales tool for even the most seasoned agents.

Built for the enterprise, Hearsay Social includes robust compliance and supervision functionality, seamless integration with critical applications like CRM, and tools to demonstrate the ROI of your program — all backed by partnership with our industry-leading Client Services team.

## BENEFITS

- Increase customer acquisition & retention
- Expand corporate marketing reach & brand governance
- Improve agent retention with tools to succeed in today's digital environment
- Efficiently mitigate risk with AI-powered compliance & supervision
- Quick implementation, deployment & onboarding for rapid time to value
- Save time curating content — Hearsay Social includes personalized, insurance-specific content
- Easy integration with your core enterprise systems, like CRM, archive, websites and more
- More than posting content — a sales automation tool for agents

## OTHER PRODUCTS



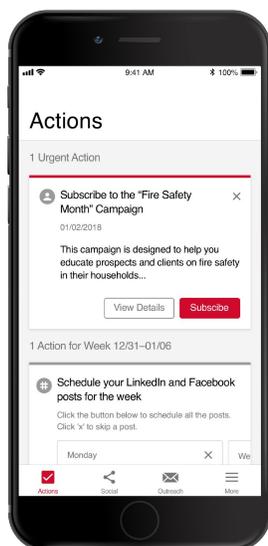
Relate



Sites



Actions



## AGENT SIMPLICITY

- Automatically post to social networks and your website with Campaigns
- Engage customers & prospects on Facebook, LinkedIn, Instagram, Twitter, your website, and email from one simple app
- Content recommendations are personalized to you, your practice and most importantly the customers you want to attract
- Take the guesswork out of social with the Action List; it's a social selling to-do list built to help every agent succeed

## ENTERPRISE COMPLIANCE READY

- Built-in compliance for all state insurance commission regulations and NAIC guidance on electronic communications
- Streamline compliance processes with pre-approval workflows, real-time alerts, supervision and approval trails, and infraction resolution – all from the Universal Supervision Dashboard
- Efficiently capture, monitor and archive digital agent-client communications through the corporate network, mobile devices, and remote locations

## PARTNER FOR SUCCESS

- Full-service Client Services organization to accelerate your time to value
- Maximize social selling ROI with insurance industry best practices
- Drive unprecedented adoption with on-demand consultations for every agent at your firm

## PLATFORM TO EXPAND

- Quickly add digital sales channels - critical to agents' success - in one easy-to-use app
- Seamlessly integrate with other systems to unify data and drive efficiency across your business
- Increase conversion and loyalty by prompting agents to follow-up with customers at moments that matter

## INTEGRATIONS



**“We have a core group of agents who activated social and saw an eight to ten percent lift in their business. They didn’t change anything else – there’s an inherent benefit for them to be on social media.”**



**JEREMY HUMPHRIES**  
SOCIAL MEDIA MANAGER  
FARMERS INSURANCE

[hearsaysystems.com](https://hearsaysystems.com)

Learn how Hearsay Social can help your advisors grow their business:

|       |  |
|-------|--|
| VISIT | <a href="https://hearsaysystems.com">hearsaysystems.com</a>                |
| EMAIL | <a href="mailto:contact@hearsaysystems.com">contact@hearsaysystems.com</a> |
| CALL  | +1 415-692-6230<br>+1 888-990-3777   |

### ABOUT HEARSAY SYSTEMS

Hearsay Systems is reinventing the client experience in Wealth Management, Insurance and P&C with compliant digital communications and workflow solutions. Over 150,000 advisors and agents at the world's largest financial services and insurance firms leverage Hearsay to engage with customers and build stronger relationships to grow their business.

With Hearsay Cloud for financial services, advisors and agents provide real-time, personalized and seamless client experiences across the right channel - social, texting and mobile - at the right moment. Automated, pre-built industry workflows for insurance and wealth management provide one-click actionable suggestions for targeted engagement. Built for the enterprise, Hearsay Systems connects data and every client interaction to corporate CRM systems and digital marketing programs – all on a secure, compliant enterprise-ready platform.

Hearsay is headquartered in Silicon Valley with locations throughout North America, Europe and Asia. Connect on [Facebook](#), [Twitter](#), [LinkedIn](#) and the [Hearsay blog](#).

