

# THRIVENT FINANCIAL

Thrivent Financial—a Fortune 500 financial services organization with more than \$105 billion in assets under management—needed a solution to empower their field representatives to compliantly use LinkedIn and Facebook.



- 75% reduction in time spent distributing approved marketing content
- Thousands of social signals leads generated monthly
- Efficient pre-approval workflow for static content and Facebook posts
- Real-time monitoring
- A 2014 LIMRA Award for Best Use Social Media by an Advisor



“A successful technology must accelerate a human process that is already part of the business.”

—**Knut Olson**

**SVP, Mission Advancement,  
Thrivent Financial**

“With Hearsay Social, I have the added peace of mind that we are covered.”

—**Kyle Marie Woods**

**Thrivent Financial**

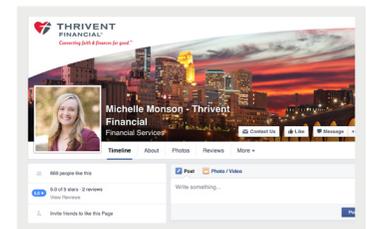
## GOALS

As a fraternal organization, community is a large part of what differentiates Thrivent Financial from firms that offer similar services, and social media was a natural extension of their community-based marketing. They see a strong correlation between time spent with representatives and customer loyalty, as well as increased assets under management. Thrivent wanted to empower reps to use social media to better engage with customers at scale. However, when Thrivent Financial first got started on social media, managing compliance was incredibly manual and time-consuming. Thrivent needed a more efficient solution in order to compliantly scale the social program to its entire field team.



## SOLUTION

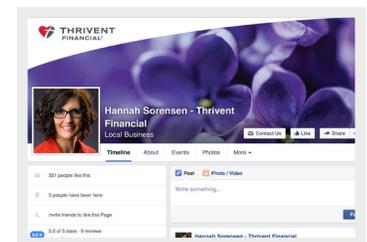
Thrivent selected Hearsay Social for both the sophistication of its technology as well as the team’s social media savvy. Thrivent’s vigorous selection process focused on Hearsay Social’s ability to serve the needs of its organization across different user types, including field representatives, creative services, principal reviewers, and recruiters.



Michelle Monson - Thrivent Financial

## RESULTS

Hearsay Social has become the hub of Thrivent’s social media activity. Have 900+ representatives field leaders in the growing program using Facebook, Twitter, and Google+. With an average of over 300 connections per rep, Hearsay Social is helping representatives amplify the marketing message to attract new prospects and share relevant information to increase customer retention. In addition, the Hearsay Social solution also reduced the time required for content distribution to reps by 75% and significantly streamlined the compliance process.



Hannah Sorensen - Thrivent Financial