

# Hearsay Client Actions

## DELIVER AN AUTOMATED, AUTHENTIC 1:1 CLIENT EXPERIENCE DESIGNED TO STRENGTHEN RETENTION AND DRIVE GROWTH

[Studies](#) repeatedly show that clients rarely churn due to performance or pricing. Instead, they leave because of an inability to connect in the moments that matter.

- In insurance, roughly 30% of the industry engage with their customers only at point of sale, renewal or claim—and the vast majority do not engage more than a few times a year other than to push sales messages.
- In wealth management, more than half of clients say their advisor isn't proactive about contacting them.

In financial services, the majority of the client experience is dependent upon your field advisors and agents. It's their engagement in the moments that matter that build long-term customer relationships. Empowering your field teams with the digital tools and guidance they need to more authentically connect with clients helps deliver a differentiated experience.

Hearsay Client Actions removes the friction associated with repeated servicing activities. By leveraging data triggers, it delivers automatic and immediate engagement on a series of critical business events like annual reviews or investment events. And by utilizing modern digital channels like compliant text messaging and voice, Client Actions offers a scalable approach that boosts field productivity while increasing response rate and overall client satisfaction.

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In financial services, a 5% increase in customer retention produces **a 25% increase in profit.**

- Bain & Company

Hearsay Client Actions removes the friction of repeated servicing activities, orchestrating consistent, authentic engagement from your field to deliver a better client experience

### USE CASES

- **Recurring Reviews:** streamline the client review process to deepen the relationship and identify areas for growth
  - i.e. Annual Reviews
- **Strategic Life Events:** boost client satisfaction and surface opportunities by engaging at key moments
  - i.e. Age-based birthday triggers
- **Investment Events:** grow share of wallet by building awareness of opportunities based on portfolio, products and market movements
  - i.e. Term Conversions/Extensions
- **Billing Events:** increase retention rates through personalized, timely outreach around billing events
  - i.e. Renewals, Rate Changes

## HOW IT WORKS

Client Actions harnesses data triggers to deliver automatic, personalized engagement around critical client servicing events. By leveraging the client's preferred channels like text messaging and voice, Client Actions enables your field to engage customers in a way that boosts satisfaction while delivering business value.

Critically, Client Actions keeps your field representatives in the loop via mobile notifications, ensuring they have complete transparency and context to follow up and continue the conversation. From an enterprise perspective, this rich engagement activity is captured and automatically fed back to core systems like CRM. Leadership now has real-time insight into the impact of these scaled service activities, such as:

- How quickly and comprehensively clients are engaged
- The most effective communication channels and content templates
- How different activities influence retention and conversion rates

Every action matters —learn how Client Actions can help your teams strengthen retention and drive growth by ensuring an immediate, personal, and consistent approach to the moments that matter.



# 40%

Nearly half of financial advisors wish they could communicate more often with clients

Source: Hartford Funds

# 64%

of clients say their advisor contacts them "infrequently" or "very infrequently".

Source: YCharts

# 30%

of insurers only engage with customers at point of sale, renewal or claim.

Source: Campaign Monitor



## The Big Opportunity

Create new client touch points to strengthen retention and drive growth

### ABOUT HEARSAY SYSTEMS

Hearsay Systems is reinventing the human-client experience in financial services. The Hearsay Client Engagement Platform empowers over 200,000 advisers and agents to authentically and intelligently grow business relationships by proactively guiding and capturing the last mile of digital communications. The world's leading financial firms—including Allstate, New York Life, Morgan Stanley, and Charles Schwab—rely on Hearsay's SaaS platform to scale their reach, optimise sales engagements, and deliver exceptional client service in a consistent and compliant manner. Hearsay is headquartered in San Francisco, with globally distributed teams throughout North America, Europe and Asia.

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