



thrivent®

## 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.

### 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 rigorous 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.

### 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.

# hearsay social™

75%

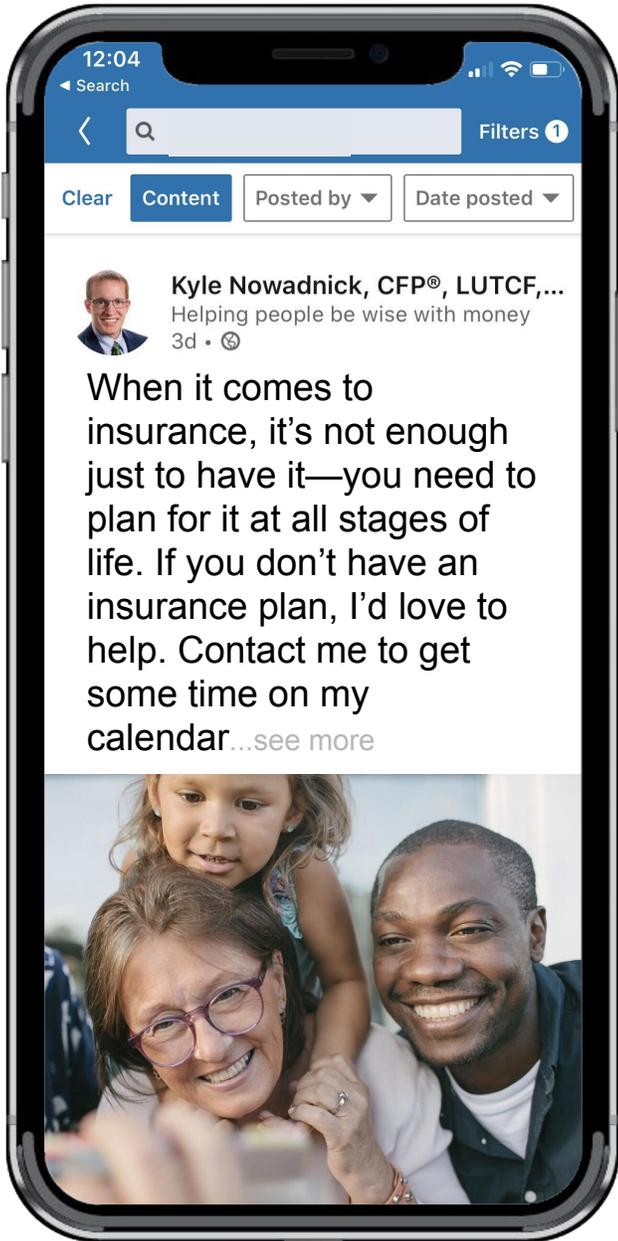
reduction in time spent  
distributing approved  
marketing content

Thousands of social signals  
leads generated monthly

Efficient pre-approval  
workflow for static content  
and Facebook posts

2014 & 2015 LIMRA Silver  
Bowl Award Winner for  
Best Use of Social Media by  
an Advisor

# hearsay social™



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



**Knut Olson**  
SVP, Mission Advancement  
Thrivent Financial

Find out how Hearsay can help your advisors and agents, contact us at:

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

**EMAIL** [contact@hearsaysystems.com](mailto:contact@hearsaysystems.com)

**CALL** +1 844-556-4396

#### 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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