

# Broadcast Messages

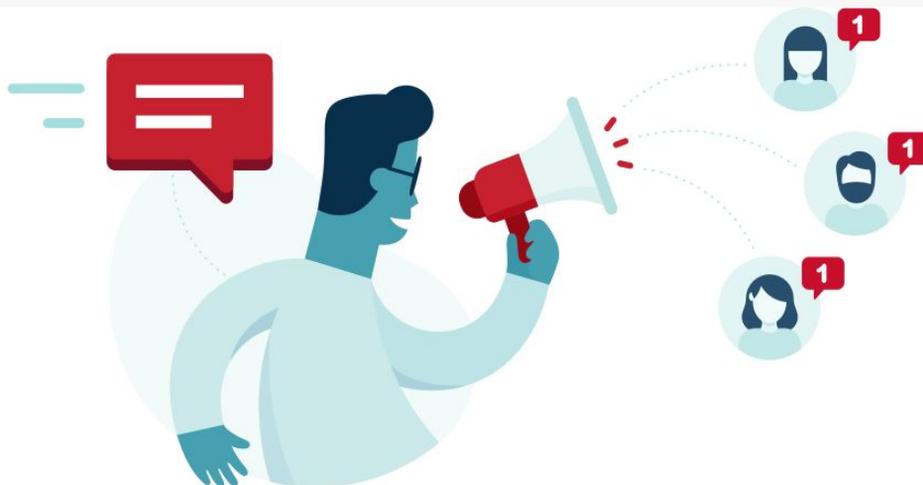
P&C Insurance

## What are Broadcast Messages?

Relate customers repeatedly requested the ability to send texts to unique contact lists. With Broadcast messages, Relate users can now send texts to up to 8 opted-in clients with a single click. **Critically**, all replies to Broadcast Messages will be received in a 1-to-1 manner. Agents can now reach out quickly and efficiently to a select group of clients, and then carry on that conversation in a personal way.

## Broadcast Messages Use Cases

- **External Announcements:** Notify contacts about address, phone number, and office hour changes.
- **Internal Announcements:** Corporate can send materials and information to advisors and agents through text. Lead Agents can send mass messages to members of their office in the same way.
- **Catastrophes:** Communicate with clients by location to notify them of developments in the area, such as weather-related catastrophes.
  - Send updates as weather-related catastrophes continue to happen in that area.
  - Continue conversations separately as clients send in photos of any damaged insured property.
- **Driving Safety:** Reach out on a rainy day with driving safety tips if your clients are in the same area as your office.
  - Send other weather-related resources as the weather changes (snow, rain, etc.).
  - Continue conversations separately as clients ask follow-up questions about the driving safety tips.



## Limitations and Restrictions

Currently, agents can create Broadcast Messages only on the web desktop interface. After creating them, you can then continue using the Broadcast Messages on mobile. You can also reply to individual conversations that are created from the Broadcast Messages on both desktop and mobile.

You can also send a Broadcast Message to a maximum of 8 contacts at a time. Initially, we want to ensure Broadcast messaging isn't used to spam customers. In time, we fully expect to increase this limit (with a potential maximum of 25 per FINRA guidance).

To learn more about how to create and use Broadcast Messages, read our article titled [Broadcast Messages](#) on the Help Center.

Have questions? Please contact your Customer Success Manager or [support@hearsaysocial.com](mailto:support@hearsaysocial.com).