Getting Started with Relate for Admins

Maximize Advisor Productivity and Supervise Their Texting to Remain Compliant

WHAT'S INCLUDED?

- Relate Overview
- Text Messages in Supervision
- Reports for Relate
- Enabling Hearsay Relate
- Alerting/Blocking Based on Lexicon Terms
- Settings/Changing the Opt-In Attestation Permission Text

Course Materials:

- PDF (2 pages)
- Estimated Time: 15-20 minutes

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Getting Started with Relate Admin View

Relate Overview

Welcome to Hearsay Relate. With it, advisors and agents will be able to text and call clients from anywhere in the world and accelerate productivity across the field, all while adhering to strict regulatory requirements and remaining compliant.

Accelerate Advisor Productivity

Hearsay Relate enables advisors and agents to easily communicate with clients over text while they're in the field. With an intuitive mobile app that's easy to download and install, advisors and agents can text with compliance oversight. Advisors and agents can then quickly schedule appointments and send meeting reminder messages to clients all through Hearsay Relate.
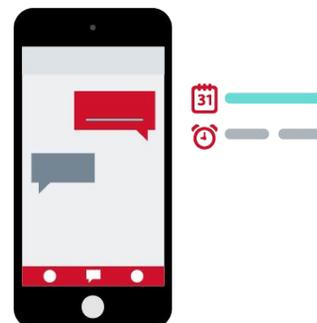
Use Integrated Compliance and Security Controls for Text Messaging

Our highly configurable governance and compliance solution enables companies to set controls, supervision, and record-keeping to address requirements from FINRA, SEC, IIROC, FCA, MiFID II, and other industry regulators. All messages sent and received through the Hearsay Relate app are seamlessly captured and the Universal Dashboard provides an efficient workflow to review lexicon- and activity-based alerts.

Plus, policy-validated compliance controls allow you to restrict outbound messages by the type of content, such as URLs, photos, PII, or lexicon-based text alerts, to flag risks and prevent inappropriate communication.
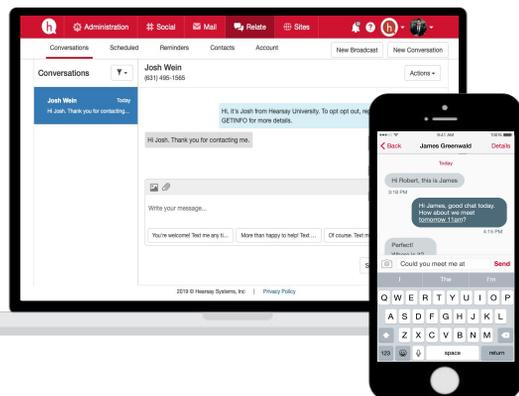
Build Strong Client Relationships

Increase touch points by using your clients' preferred mode of communication. Improve engagement with pre-populated reminders for occasions, such as:

- Billing reminders
- Birthday reminders
- Policy lapse reminders
- Anniversary wishes
- Appointment reminders
- Scheduling an annual review
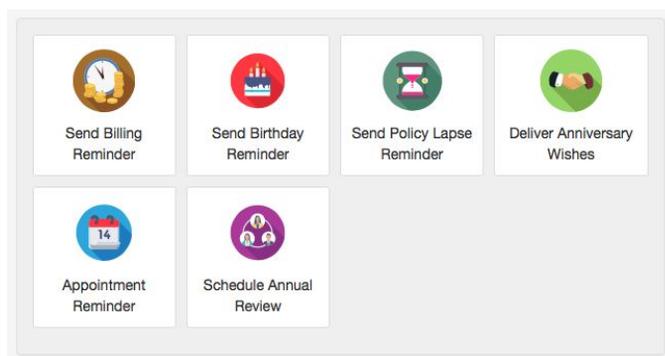
Easily Separate Business and Personal Messaging

It doesn't make sense for advisors and agents to carry two mobile devices. The Hearsay Relate app streamlines communication, separating business and personal communication channels on a single device. It works seamlessly on any Apple or Android device, supporting your firm's BYOD, CYOD, or COPE mobile strategy.

Getting Started with Relate Admin View

Text Messages in Supervision

Text messages that contain a lexicon term or phrase will be collected within your supervision queue. To view these text messages:

1. Log in to Hearsay and click Review > Supervision. Text messages will be highlighted by the red Hearsay Relate logo. Pro Tip: Click Filter Results and check Hearsay Relate under Account Type to isolate the supervision queue to alerted text messages.
2. There are 3 ways to respond to a text message alert:
   - Dismiss: Allows the admin to remove the alert from the supervision queue without contacting the user.
   - Mark as Resolved: Allows the admin to remove the alert from the supervision queue with the assumption the admin has reached out to the user about the text message.
   - Email: Allows the admin to contact the user via email to alert the user that the text was outside of their organization's policy to prevent recurrence.

Reports for Relate

Hearsay Relate currently offers 3 reports for data and archival assistance. The following reports can be located by logging into Hearsay and clicking Analyze > Reports.

Text Messages – All Data

This report showcases all text messages sent from a specific workspace, including date and time, the author of the text message, and more.

Text Messages – Response Times

This report provides the amount of time between sent and received text messages from both the contact and the user.

Text Messages – Attestation History Data

This report displays information regarding the attestation opt-in message, which contacts were sent the attestation message, and which contacts responded to accept or reject the ability to text.

Enable Hearsay Relate as a Social Account for Your Org

Once your organization has been configured for Hearsay Relate, you can enable the service for your end users. This will create a "Connect Hearsay Relate Number" button on your end users' Social Accounts page in Hearsay Social.

To enable this:
1. Log in to Hearsay and click Settings > Organization Settings.
2. Under Available Social Accounts, locate Hearsay Relate and toggle the option to Enable.

Alert/Block Text Messages Based on Lexicon Terms

Admins can be notified of specific text messages sent by their users if the text contains a term listed in the organization's lexicon list. To access this list, log into Hearsay and click Settings > Organization Settings and click the Lexicon tab.

Terms in your lexicon list will trigger supervision alerts. If your organization wishes to alert and block a user from texting using a lexicon term, please contact the Hearsay Support team, which will work with our Solutions Delivery team, to set up this functionality.

Set/Change the Opt-In Attestation Permission Text

Have your admin team reach out to the Hearsay Support team to change the opt-in message users send when texting a contact for the first time on the organization's behalf.