hearsay

Action Flows User Guide

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Using triggered workflows, Hearsay's Action Flows automatically pushes new contact text messages in real time. Pre-scripted outreach engages contact quickly and effectively with just a single click. Since you can follow up from your mobile device, outreach can happen within a 3-hour window that leads to a 40% higher conversion rate.

The Hearsay Action Flows program tests the benefit of a real-time, mobile contact follow-up process. The ultimate goal of Action Flows is to help you turn contacts into clients and upsell to existing clients, which can yield additional revenue, as well as cost savings.

- You will be reaching contacts through their preferred method of communication: text messaging. **98%** of texts are opened and **90%** are read within **3** minutes.
- With Hearsay texting contacts and initiating a mobile conversation on your behalf, you are increasing the real-time contactability of internet prospects.

Main Capabilities

- **Working Hours**: Actions can adopt its behavior so it sends messages during your organization's business hours
- **Contact Text Notifications:** Contacts receive text notifications that set the stage for the upcoming agent interaction
- **Agent Text Notifications:** You can receive text notifications of active contact assignments and conversations
- **Agent Daily Email**: You can receive daily summary emails of new contacts and open ongoing action flow contact engagements. This includes the ability to manage separate workflows for each individual policy belonging to the same contact.
- **Outcome Survey**: You can receive an outcome survey to document the result of contact interactions.

WORKING HOURS

Organizations can configure working hours for the action flow:

- Default setup configuration 9am to 5pm on Monday, Tuesday, Wednesday, Thursday, Friday.
- Times outside of the specified working hours are considered non-working hours.
- Working hours can be defined at the organization level. The same working hours are applied for all agents and contacts.
- Working hours are dynamically adjusted to a specific workspace based on the workspace timezone stored in the system.

40%
Increase in Conversion

160%
Increase in Positive Response Rate

Getting Started

After a contact is successfully inserted, Actions will start a conversation to orchestrate engagement with the contact by sending an automated message from you.

The text message can be defined at the organization level. This means all automated outreach text messages to contacts in your organization will have the same standardized text. The text may include <form fields> that the system will populate with the relevant text.

The default contact text message if working hours behavior is not configured will be:

"Hi <Contact First Name>, This is <Agent Nickname> from <Org Name>. I'm working on a quote for you and will get back to you shortly. Is there a time that works best for you?"

When working hours are activated, the text will be adapted to the time of day. The text message sent will be determined by when the contact comes in. A different text will be sent if the contact comes in during business hours than if it comes in after business hours or over the weekend.

The default text message outside working hours is:

"Hi <Contact First Name>, This is <Agent Nickname> from <Org Name>. I'm working on a quote for you and will get back to you during business hours. Is there a time that works best for you?"

If the message is successfully delivered, the action flow continues by notifying you. If the message cannot be delivered, you will not receive a notification that the contact cannot be reached via the available number. The action flow stops.

Setup: Choose the Hearsay Relate texting number that you want to use as your designated "contact line" for this program. This can be your main office number, a lead line, or you can select a new number from Hearsay to use for texting your contacts. Verify your workspace settings are accurate within the Workspace Settings section. Now you're all set!

Notifications

After the outreach message is successfully sent to a contact, Actions will send you reminder messages.

The default first notification message is:

"Hello <Agent Nickname>, A Contact <Contact First Name> is waiting for your attention. You can continue to text or call this contact. Please fill this survey about your discussion status. <Survey URL>. Good luck."

Actions can also send daily reminder messages to you until the action flow is closed. The default daily reminder message is:

"What is the status with <Contact First Name> Please update the survey: <Survey URL>

Actions can also send an expiration reminder to notify you that the assigned contact is going expire if no outcome is added. The default expiration reminder message is:

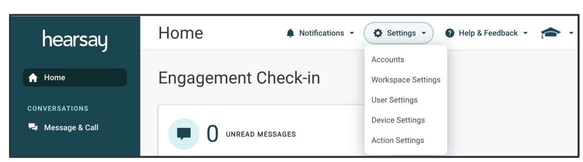
"Your <Contact First Name> contact expires in <expiration in days> day(s). Please update the status of your discussion: <Survey URL>

Actions Settings

Depending on your organization's settings, you may have the ability to configure the following Action reminders in your workspace:

- All Action reminders via the Relate system message
- Action daily email

If this setting is turned on for your organization, you can enable or disable the Action notification and email under **Settings** > **Action Settings.**

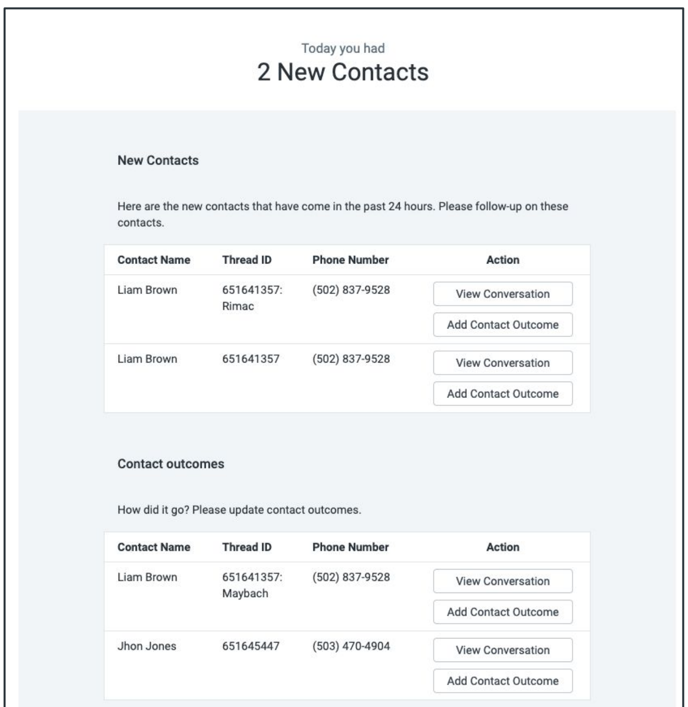


Daily Email

You will receive daily summary emails that include two sections:

1. List of new contacts assigned to you in the last 24 hours, excluding contacts where the survey is already completed. A maximum of 50 new contacts/day are included in the daily email. The daily mail summary also includes the corresponding Policy ID for each thread.
2. Earlier assigned contacts where you did not complete the survey. A maximum of 50 earlier contacts/day are included in the daily email.

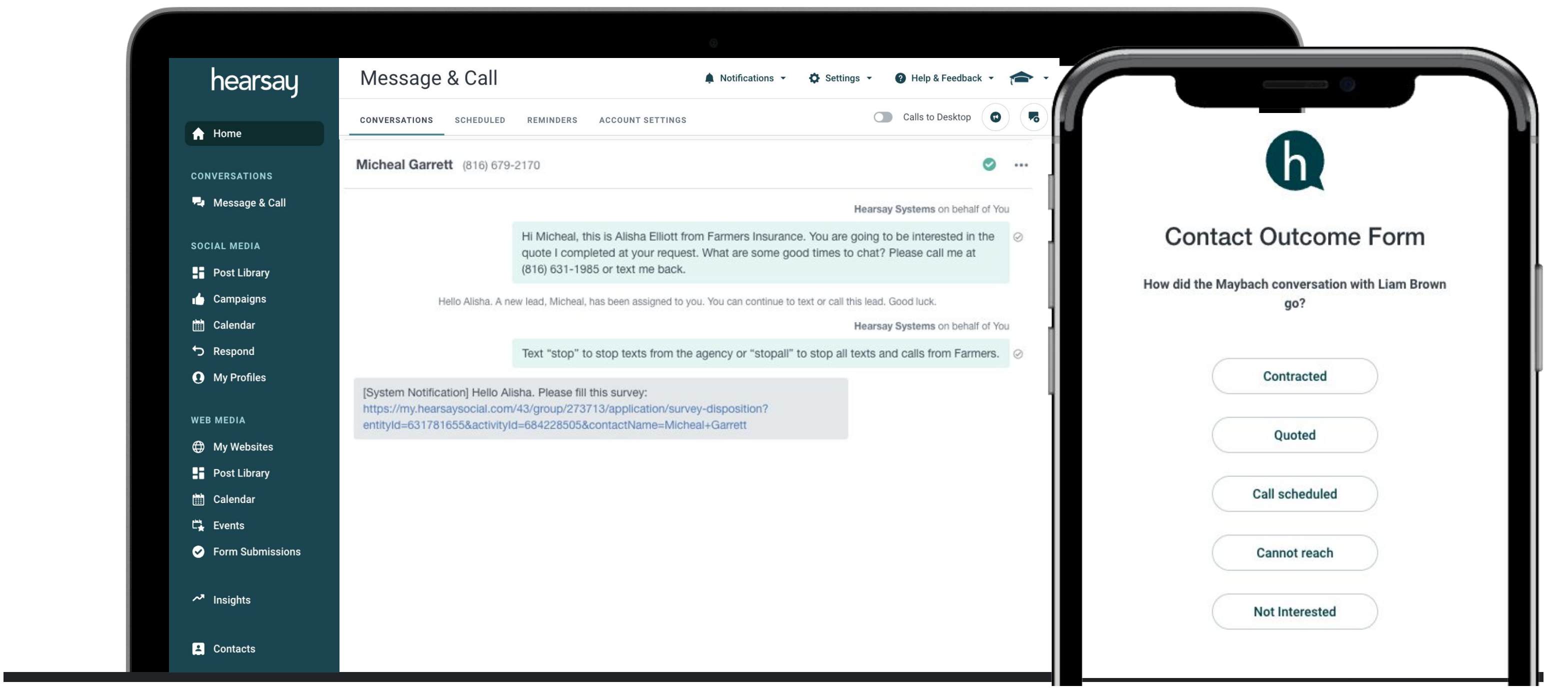
The email is sent by the system at 9 AM Pacific Time every day.



Automatic Contact Update

When a new contact is inserted into action flows, the Hearsay contact type is changed to Lead unless the contact type is already marked as Client. For example, when you report “Purchased”, Actions updates the Hearsay contact type to “Client”.

Outcome Survey



The outcome survey is available for you to complete for every contact you are notified about. If your organization leverages the outcome survey, you can access it through the daily email and notification messages. Example of answer options are:

- Purchased
- Contracted
- Quoted
- Cannot Reach
- Call Scheduled
- Not Interested
- Opt out

When a call between yourself and a contact created via the action flow lasts longer than 60 seconds, Actions will trigger the survey notification. Only calls initiated via the Hearsay Relate system are detected. Completing the outcome survey terminates the action flow.

Contact Sources

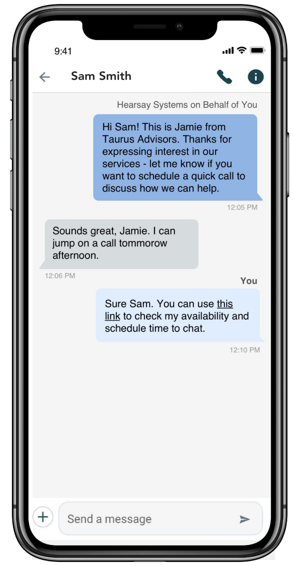
Contact Sources

- ➔ Internet Leads
- ➔ Advisor Websites Form
- ➔ Advisor Social Media
- ➔ Paid Search
- ➔ Marketing Campaigns
- ➔ Corporate Website

Any CRM

Contact synced to CRM and Hearsay contact record

Advisor receives email & mobile app notification of new contact



Automated initial outreach and enablement of additional follow-up via Hearsay Relate SMS or mobile call

Success Criteria

Hearsay can establish the value story along the following benefit drivers:

1 Increase Operational Efficiency

- ✓ Reduce avg. time spent on client follow-up
- ✓ Improve avg. response rate
- ✓ Increase in number of clients engaged per scenario

2 Nurture Clients

- ✓ Improve frequency of engagement
- ✓ Pre qualify/quantify clients for high value touch points
- ✓ Improve # appointments booked with clients

3 Drive Retention

- ✓ Improve lifetime value (LTV)
- ✓ Increase assets under management (AUM)

Driving Value & Outcomes for Advisors, Delegates and Business Units

Why Action Flows?

Compliant Workflows designed to strengthen relationships between clients & advisors and be responsive to corporate, market, and client life events to reduce churn, drive upsell, increase conversion and share of wallet, and uncover unrealized value.

About Hearsay Systems

Hearsay Systems is reinventing the human-client experience in financial services. The Hearsay Client Engagement Platform empowers over 200,000 advisors 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 New York Life, Morgan Stanley, Charles Schwab, and Ameriprise—rely on Hearsay's SaaS platform to scale their reach, optimize 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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