

The Future of Agency Distribution

How Social Media & Digital Technology Are Transforming
Sales and Customer Relationships

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COLLABORATE. ELEVATE. INNOVATE.

ENABLING AGENCY SUCCESS IN THE DIGITAL AGE

100,000+ Agents use Hearsay Social

22 Countries

100% Success

NEA. SEQUOIA 

“With Hearsay Social, I turn every client relationship into 5 – 10 new client relationships.”

—Producing Manager



HEARSAY SOCIAL OVERVIEW

- ✓ End-to-end social media and digital solution
- ✓ Focused on insurance agents, advisors and managers
- ✓ Prospecting and retention on LinkedIn, Facebook, Twitter

THANK YOU FOR YOUR PARTNERSHIP

..... 2 of 3

Top Investment banks

..... 7 of 10

Top Insurance companies

Allianz



Manulife

ZURICH

MetLife

Sun Life Financial



Allstate
You're in good hands.

EI EULER HERMES

State Farm

FARMERS
INSURANCE



BNP PARIBAS

MassMutual
FINANCIAL GROUP



Modern Woodmen
FRATERNAL FINANCIAL



FRANKLIN TEMPLETON
INVESTMENTS

JPMorganChase

PACIFIC LIFE

Nationwide
Financial

PennMutual

RAYMOND JAMES

WOODMEN
of the WORLD
with you through LIFE



PennMutual



JANUS

ALLIANCEBERNSTEIN

BANKERS



Western & Southern Life

THE HARTFORD

Mutual of Omaha



COUNTRY
FINANCIAL



W. R. BERKLEY CORPORATION

Ziegler

WUNDERLICH
SECURITIES

BANK OF THE WEST



1

WHY SOCIAL MEDIA MATTERS

2

INDUSTRY CHALLENGES

3

THE SOCIAL AGENT

SOCIAL AND MOBILE TECHNOLOGY ARE
CHANGING THE WAY WE LIVE



2005



2013

THE WORLD HAS GONE DIGITAL

969M

People in APAC
on social
networks

#1

Social is top Internet
activity, surpassing
email

30

Billion messages sent via
Whatsapp each day

APAC: GLOBAL LEADER IN SOCIAL MEDIA ADOPTION

80%

internet users in
Malaysia and
Singapore are on
Facebook

90%

internet users in
The Philippines and
Thailand are on
Facebook

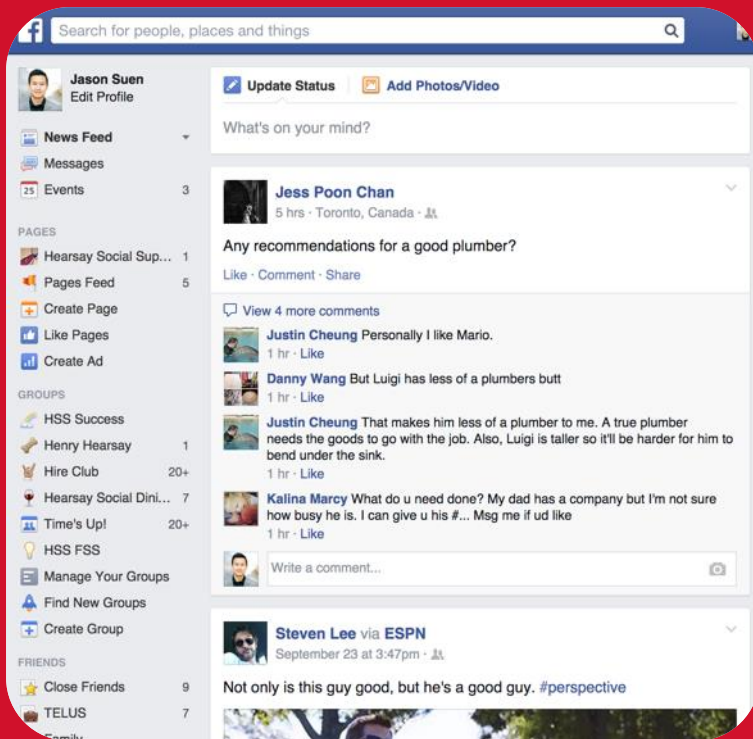
85%

internet users in
Hong Kong and
Indonesia are on
Facebook

Source: We Are Social: Social, Digital & Mobile in APAC in 2014 - <http://wearesocial.sg/blog/2014/01/social-digital-mobile-apac-2014/>

WHAT IS SOCIAL NETWORKING?

News Feed



Profile



Modern-day Yellow Pages; an online directory of everyone



NOT JUST YOUNG PEOPLE – EVERYONE IS ONLINE

75%

of online adults use
social networking sites

60%

of online adults 50–64
years old are on social
networking sites

THE INDUSTRY HAS MAJOR CHALLENGES...AND OPPORTUNITIES

2. Growing business & capturing rising middle class opportunity

3. Changing customer expectations

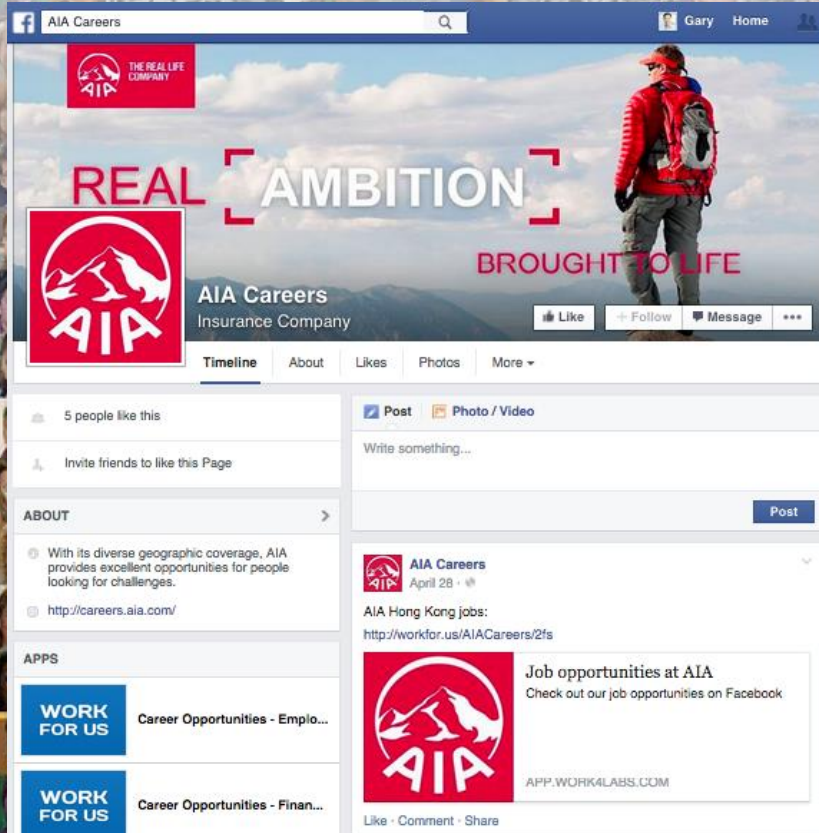
1. Recruiting & developing productive agents

CHALLENGE/OPPORTUNITY #1: RECRUITING & DEVELOPING PRODUCTIVE AGENTS

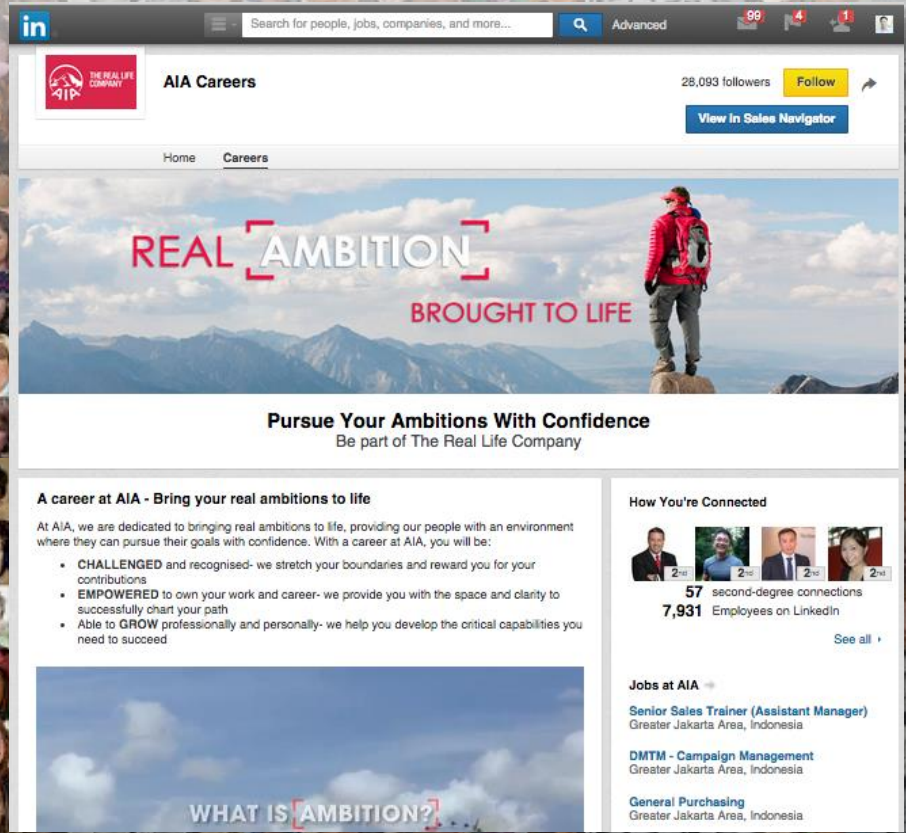


Today's recruits aren't going to find you. You have to find them.

FIND RECRUITS WHERE THEY ARE

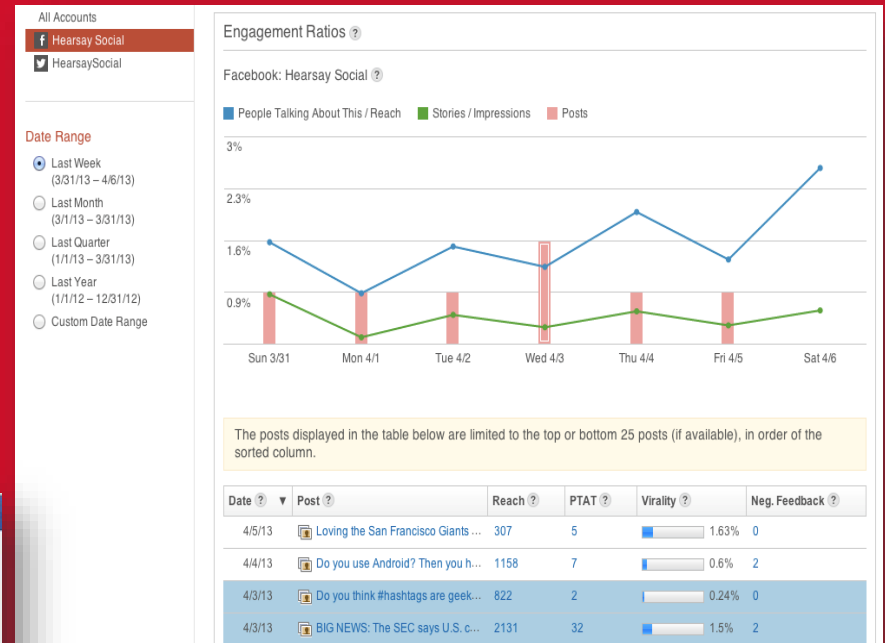


The image shows a screenshot of the Facebook page for AIA Careers. The page header includes the AIA logo and the text "THE REAL LIFE COMPANY". The main cover image features a person in a red jacket and backpack standing on a mountain peak, with the text "REAL [AMBITION] BROUGHT TO LIFE" overlaid. Below the cover image, there is a navigation bar with tabs for "Timeline", "About", "Likes", "Photos", and "More". The "About" section is expanded, showing a description of AIA's diverse geographic coverage and a link to "http://careers.aia.com/". The "APPS" section includes two buttons: "WORK FOR US" and "Career Opportunities - Emplo...". The "Post" section shows a recent post from AIA Careers dated April 28, with the text "AIA Hong Kong jobs: http://workfor.us/AIACareers/2fs". Below the post, there is a section titled "Job opportunities at AIA" with the text "Check out our job opportunities on Facebook" and the AIA logo. The page also shows a "Like" button and a "Comment" button.



The image shows a screenshot of the LinkedIn page for AIA Careers. The page header includes the AIA logo and the text "THE REAL LIFE COMPANY". The main cover image features a person in a red jacket and backpack standing on a mountain peak, with the text "REAL [AMBITION] BROUGHT TO LIFE" overlaid. Below the cover image, there is a navigation bar with tabs for "Home" and "Careers". The "Careers" section is expanded, showing a description of AIA's diverse geographic coverage and a link to "http://careers.aia.com/". The "APPS" section includes two buttons: "WORK FOR US" and "Career Opportunities - Emplo...". The "Post" section shows a recent post from AIA Careers dated April 28, with the text "AIA Hong Kong jobs: http://workfor.us/AIACareers/2fs". Below the post, there is a section titled "Job opportunities at AIA" with the text "Check out our job opportunities on Facebook" and the AIA logo. The page also shows a "Like" button and a "Comment" button.

SALES MANAGER DASHBOARD



OVERVIEW

- Identify and recruit agents
- Lead by example on social
- Stay in better touch and top of mind with both existing agents and potential recruits

A smiling man in a dark suit and tie stands with his arms crossed in an office environment. In the background, two other men in suits are visible, working at desks near large windows. A red banner is positioned at the top left of the image.

SOCIAL HELPS NEW PRODUCERS BUILD THEIR BUSINESS FASTER

*“Social media **is the natural tool** for me to reach out to my contacts to start building my book of business.”*

– 1st-year career agent

CHALLENGE/OPPORTUNITY #2:
HOW TO GROW BUSINESS AND CAPTURE RISING
MIDDLE CLASS OPPORTUNITY



INSURANCE IN ASIA

Middle Class
in Asia

3.2 Bn

Household
Wealth in Asia

174 Tr

6X

525 M

2009

2030

2X

81 Tr

2015

2025

7.3%

Increase in
premiums in Asia

SOCIAL NETWORKING ENABLES YOU TO SCALE



THE OPPORTUNITY: CUSTOMERS BROADCASTING BUYING SIGNALS

61%

in the US
surveyed said
they:

landed a new client directly
from social media

77%

of agents in the
US surveyed
said:

social media helps
with retention and
upsell

+2013 Accenture Report "How Tech-Savvy Advisors Can Regain Investor Trust"

*2011 HubSpot survey



ONLINE SIGNALS CAN
LEAD TO OFFLINE
CONVERSATIONS.

MCKINSEY LIMRA STUDY: KNOWLEDGE OF LIFE EVENTS LEADS TO INCREASED SALES

3

Knowledge of 3 or more life events

10% lift

Average production gain

CHALLENGE/OPPORTUNITY #3: SOCIAL MEDIA HAS CHANGED CUSTOMER EXPECTATIONS



Limited channels, linear progression

TODAY, THE CUSTOMER JOURNEY LOOKS LIKE THIS

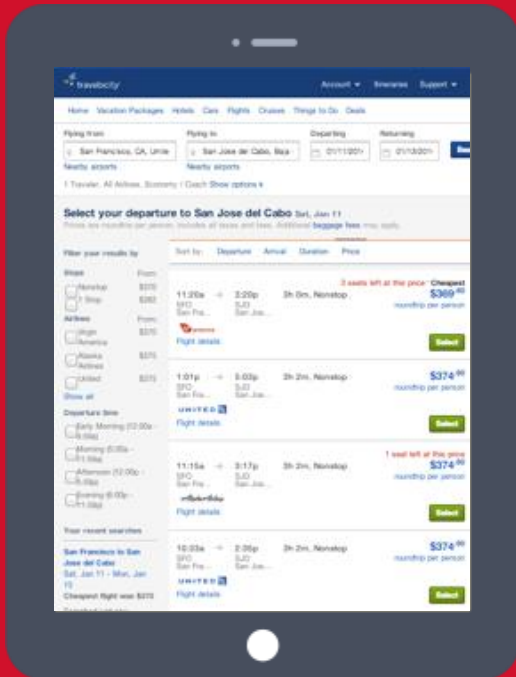
Numerous, mostly digital channels,
non-linear engagement





INTRODUCING THE SOCIAL AGENT

INTERNET “DIRECT” SELLING VS. AGENT-LED, RELATIONSHIP-BASED SELLING



Sell Direct

Highly commoditized goods and services
purchased on price



Sell Through Trusted Agent

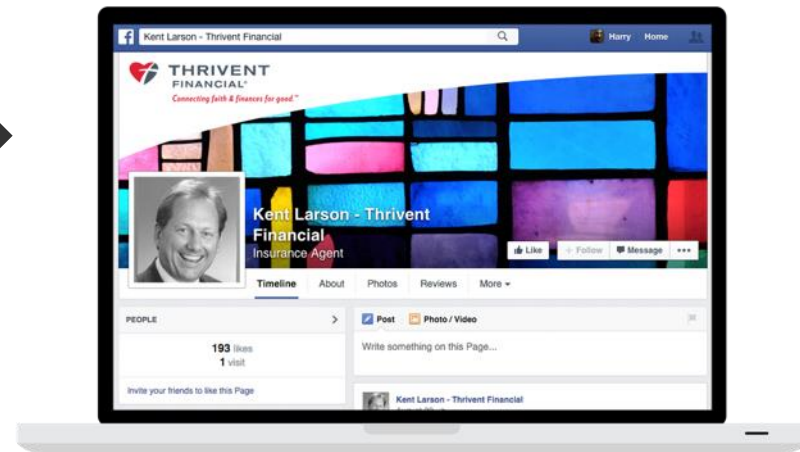
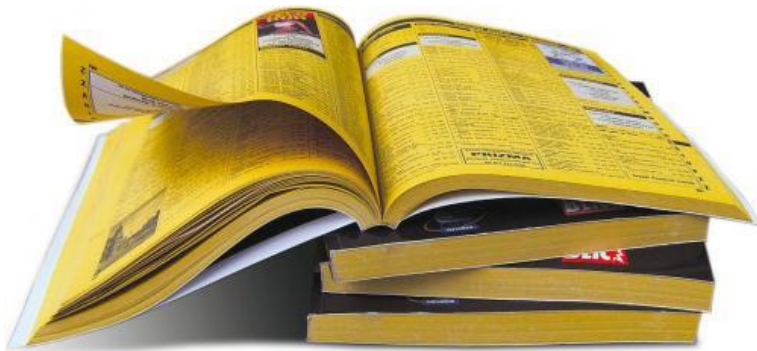
Complex products and services that
require advice and explanation

THE NEW PLAYBOOK FOR THE SOCIAL ERA



Just like the Yellow Pages, being listed isn't enough. We must teach producers how to grow business on social.

1. BE FINDABLE



2. GROW YOUR NETWORK



3. “HEAR” DO YOUR RESEARCH



hearsay social Amy Hearsay - Local

Home Content Signals Activity Metrics Settings



Signals ^{beta}

WEDDING

Unreviewed

18 days ago



Rachel Buehler

might have gotten married.



Last name changed from Buehler



Rachel Buehler Van Hollebeke

I have decided to go with my jersey. Very proud to be a B Van Hollebeke! I also changed my name to @Rachel_BVH.



Post · 13 Comments



4. “SAY”

ESTABLISH CREDIBILITY



HOW IT COULD BE



6AM

Alert: An agent's acquaintance, Henry, shared on Facebook that his first child was born.



7AM

Henry downloads a brochure on planning finances for your first child.



9AM

Agent logs into universal dashboard – Henry is the top lead.



10AM

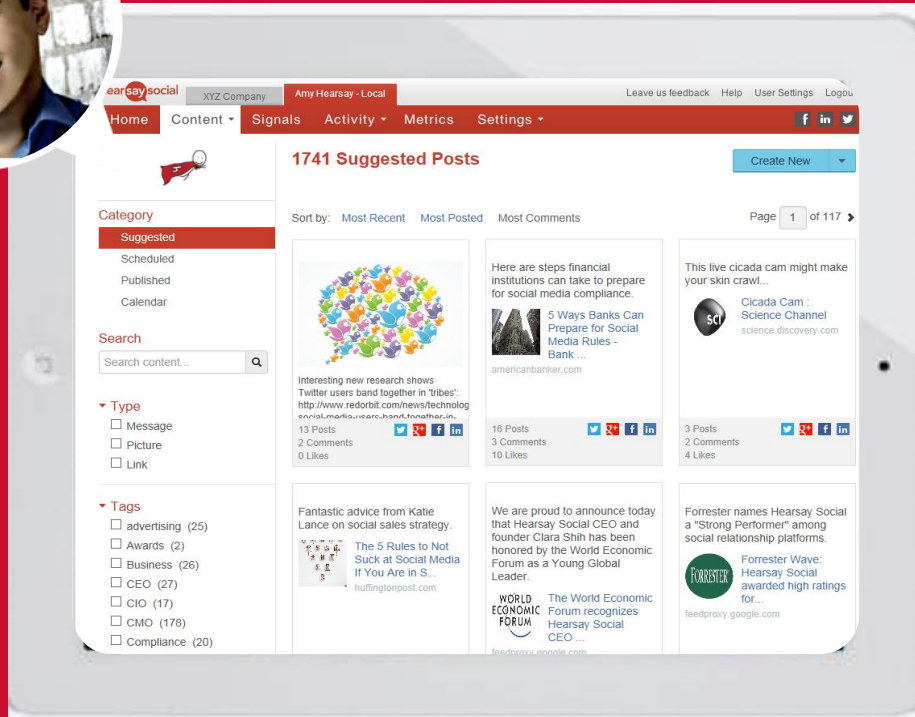
With predictive content engine, the Agent emails Henry relevant, helpful info.



3PM

The email resonates with Henry. He meets with the Agent and becomes a customer.

HEARSAY SOCIAL FOR AGENTS



- ✓ Content library supplied by home office marketing team
- ✓ Brand governance rules engine
- ✓ Social Signals
- ✓ Roll-up analytics

*Includes Basic User Training (delivered by Hearsay Customer Success Team)

16% higher client acquisition...
our #1 prospecting program
— Large diversified U.S. financial services company

22% sales uplift
— Fortune 500 financial services company

26^x return on investment
— U.S. multi-line insurance firm



EXAMPLE: AXA

Standard component of advisor toolkit



100%

of advisors
standardized on social



EXAMPLE: NEW YORK LIFE

Executive sponsorship + coordination across various departments



4,000+

Agents & managers
being onboarded

3 Use Cases:

- Agents
- Wholesalers
- Brand



Best Practices:

- Educate and enable agents through training and technology
- Localized, relevant content

SELECT AGENT HIGHLIGHTS IN ASIA PACIFIC

“I’ve sold 4 life policies and received 2 leads since joining Hearsay Social!”

- 515+ *FB page likes, Engagement Rate: 12*

“Depending on my schedule, I love scheduling posts twice a day or once a day on Hearsay Social. Since joining the program 2 months ago, I’ve sold 6 policies (5 car insurance & 1 motor insurance)!”

- 190+ *FB page likes, Engagement Rate: 16*


“Since becoming active on Social Media, I’ve received 5 – 10 inquires about insurance, my business, and my lifestyle as an agent!”

- 125+ *FB page likes, Engagement Rate: 6*



STARTING THE DAY: THE AGENT DASHBOARD



HEAR: REVIEW YOUR SOCIAL SIGNALS









Katie Chan
f


 回應 |  訊號


主頁 內容 ▾ 訊號 行動 ▾ 聯絡人 指標 設定 ▾


社交訊號


 新內容  追蹤  已完成  棄用  篩選條件


**Bonnie Leung** 即將過生日 距今 3 天




**Sonic Tam** 即將過生日 距今 3 天


**Nancy Chaw** 即將過生日 距今 2 天




**Connie Wong** 即將過生日 距今 2 天


**Connie Hor** 最近剛過生日 明天




**Holly Wong** 可能找到新工作了。 5 天前


移至  追蹤  已完成  棄用




**Jacky Chan** 可能結婚了。 6 天前


移至  追蹤  已完成  棄用




**Yen Pen Tsai** 生日好像快到了。 7 天前


移至  追蹤  已完成  棄用




**Hontas Yiu** 可能發生重要的事情了。 8 天前


移至  追蹤  已完成  棄用


**Chan Siu Cheuk** 可能發生重要的事情了。 8 天前


移至  追蹤  已完成  棄用

**Bei Bei Fung** 可能發生重要的事情了。 8 天前

移至  追蹤  已完成  棄用

**Bei Bei Fung**
老大老二祝 Pa Pa 父親節快樂 🍌 🍌 🍌 🍌



 貼文 · 20 意見

Govern Yiu 2nd one coming already ??

Carmén Lkm Wowowowo!congrats!

SAY: CHOOSE CONTENT FROM THE CONTENT LIBRARY



Katie Chan
f



回應



訊號

主頁 內容 訊號 行動 聯絡人 指標 設定

貼文資料庫

已建議

待處理

遭否決

已排程

已發佈

已宣傳

行事曆

▼ 類型

☐ 訊息

☐ 照片

☐ 連結

☐ 事件

▼ 標記

☐ AXA安盛健康知識 (14)

☐ AXA安盛生活閒情 (9)

☐ AXA安盛社會企業責任 (3)

☐ AXA安盛資訊分享 (18)

☐ FindDoc 健康專題影片 (44)

☐ 健康資訊 (1)

☐ 旅遊 (13)

☐ 湯水食譜 (12)

☐ 理財教育 (10)

141 則建議的貼文

搜尋內容...  新貼文

頁數 1 共 10

排列方式: 互動 最近 熱門

2015/06/30

原來改變一下食材,就可以令 Pizza 變得健康一點。這些食譜也頗簡單,放假有時間可以試試!



Healthy Pizza Recipes: 給正在瘦身卻又瘋狂思念 Pizza 的你

0 則貼文

0 次平均互動

2015/06/30

有些食物如朱古力、洋蔥等對貓狗是有害的,養寵物的朋友要留意喇!



食物中毒! -- LifeStyle Journal 優雅生活

lj.hkej.com

0 則貼文

0 次平均互動

2015/06/28

夏天又濕又熱,雙腳容易出汗,加上細菌滋生就會引致腳臭。大家要多注意雙腳及鞋襪的清潔,避免尷尬啊!



腳、鞋、襪 三管齊下 全方位KO 腳臭

9 則貼文

0 次平均互動

2015/06/28

根據香港社會服務聯會的資料顯示,隨着人口老化,認知障礙症的患者人數估計到2036年將達28萬。當認知障礙症愈來愈普及時,您對它的了解有多少呢?以



根據香港社會服務聯會的資料顯示

0 則貼文

0 次平均互動

2015/06/16

【嬰兒黃疸】

初生嬰兒常常會出現皮膚發黃,甚至眼白泛黃的情況。嬰兒黃疸主要是由於膽紅素在身體內堆積



嬰兒黃疸 專題 - 陳欣永醫生

0 則貼文

0 次平均互動

2015/06/15

小小心機 請大家精神爽利



天氣暑熱,室內室外溫差大,容易作病,最需要中醫幫助調理養生。只要

0 則貼文

0 次平均互動

SAY: SHARE & SCHEDULE A POST FROM THE LIBRARY

原來改變一下食材，就可以令 Pizza 變得健康一點。這些食譜也頗簡單，放假有時間可以試試！

Healthy Pizza Recipes: 給正在瘦身卻又瘋狂思念Pizza的你 · A Day Magazine

如果正在進行瘦身大計的你，是愛吃之人，嘴特別饒，那麼就唯有想辦法讓你所愛的食物變健康一些好了。今天要介紹給大家的是Pizza的健康版，傳統餅底被蔬菜替代，保留芝士但改成低脂款，整體卡路里大為下降，但依然保持美味，而

社交帳號 已選擇所有帳號

張貼時間 7/2/2015, 建議的時間

時間選擇 21:00 HKT

☒ 建議的時間 上午8:30

取消 排程

HOW TO LEAD YOUR TEAM TO SUCCESS IN THE DIGITAL AGE

1

Update your producer prospecting scorecard & training to **track social metrics**.

2

Lead by example: sign **yourself** up for social.

3

Tie social back to how business has always been done – now just much more efficiently & welcome by prospects.

Thank you!

Clara Shih
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[@ClaraShih](https://twitter.com/ClaraShih)



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