



5 Steps to Address the Compliance Gap for Secure Text Messaging

TAKE THESE FIVE STEPS TO GET YOUR COMPREHENSIVE COMPLIANT TEXTING PROGRAM IN PLACE, QUICKLY:

1. ENSURE MESSAGE CAPTURE AND RETENTION

All texts with clients and prospects should be captured, time-stamped, logged, and archived for e-discovery per FINRA SEA Rule 17a-4. Activities performed by assistants, admins, and supervision teams such as message deletion should also be logged for audit trails and intrusion detection.

Time to market is of the essence, so it is best practice to select a solution that can be deployed quickly and has out-of-the-box integration with leading archives like Micro Focus, Veritas, Actiance Smarsh, Global Relay, Proofpoint, and Bloomberg.

2. MAKE COMMUNICATIONS "FAIR AND BALANCED."

As with other communications mediums, text messages must be "fair and balanced" and not mislead consumers. To mitigate advisor exposure and reduce supervision workload, questionable text messages (unsuitable recommendations, PII) should be blocked from going out in the first place by leveraging forbidden keyword lexicons. Otherwise, supervision teams could

Texting is crucial to business communications. It's become the most common way for people across generations to communicate – and the top reason affluent clients fire an advisor is lack of communication. Firms have an opportunity not only to play compliance "defense" with texting and mobile call follow-ups but also to transform their business outcomes.

be saddled with hours of additional manual review and infraction follow-ups each day. Using smart blocking is also a key data loss prevention technique, to keep advisors from purposely or accidentally transmitting sensitive or critical information.

3. SEPARATE WORK AND PERSONAL NUMBERS.

Advisors should not use their personal mobile number for client communications; personal text messages are not able to be encrypted, they can't be archived and, in the case of an audit, they are subject to regulatory review. Based on feedback from over 150,000 advisors, we know that advisors can benefit from a dedicated compliant business number on their personal device, with a strict privacy shield that protects their personal communications – and broker-dealers from anything in their personal communications that might reflect unfavorably on the firm.

4. ADD CRISP VOICE QUALITY.

Advisors are using their cell phone as their office so they need the ability to do more than just text. Your advisors are on-the-go and VoIP connections can't cut it in many remote locations. Clients should be able to contact advisors on just one number through text or voice. Choose a compliant texting solution with cellular voice calling for sharper call quality and a lower rate of dropped calls than VoIP. Even better find a solution that connects to your landline number.

5. TURNKEY CRM INTEGRATION.

To this day, advisors spend up to 70% of their day on tedious, manual tasks. With turnkey CRM integration, advisors save as much as an hour each day in manual data entry. Identify a solution that integrates with Microsoft, Salesforce, homegrown CRMs, and **ANY** other CRM on the market. CRM integrations should capture every advisor-client text message interaction and all call metadata, and **leave no manual data entry for your advisors.**

ABOUT HEARSAY SYSTEMS

Hearsay Systems offers the Hearsay Advisor Cloud for financial services, empowering advisors to efficiently and compliantly use social media, websites, text and email to engage with customers, build stronger relationships and grow their business. Its prescriptive technology processes and prioritizes data from across digital channels and data systems, providing actionable suggestions for advisors on how they should engage with clients next. Built for the enterprise, Hearsay connects these advisor-client interactions and data to corporate CRM systems and digital marketing programs, and provides efficient compliance supervision and review workflows – all on a secure, enterprise-ready platform.

Hearsay is used by more than 150,000 advisors and agents at the world's largest financial services and insurance firms. The company is headquartered in Silicon Valley with offices throughout North America, Europe and Asia. Connect on Facebook, Twitter, LinkedIn and the Hearsay blog.

