



Socialware Voices

Socialware Voices is social engagement software that empowers financial services sales channels to attract, win, and serve a broader community of loyal customers. Sales channels use Voices to run compliant social campaigns. Deeply integrated with Socialware Compass software, Voices channels all outbound social marketing activity back into a framework of verifiable compliance. Voices provides sales teams with custom lead capture pages that enable measurement of social media effectiveness.



REACH

- Publish compliant updates and rich content.
- Attract new and engage existing clients.
- Generate referrals by social network connections.



ENGAGEMENT AND LEADS

- Build deeper customer relationships.
- Transition to trackable, deeper engagements.
- Automatically created lead capture pages highlight client opportunities.



BUSINESS

- Analyze results of users and content.
- Adapt to changing client interests and life events.
- Ensure mindshare, share of wallet, and client retention.