



## Guardian Life Reduces Risk and Drives Revenue with Socialware

*Socialware Voices Enables Advisors to Maintain Compliance While Increasing Business via Social Media*

*"Voices is the only social business product we've seen that can provide a compliant, powerful, and easy to use Internet presence with rich reporting tools and analytics. Voices shows the financial professional and the enterprise how business leads are actually being developed through social networking."*

Steven S. Holstein, Guardian Chief Marketing Officer

### Guardian's Challenge: Maintain Compliance While Driving Revenue

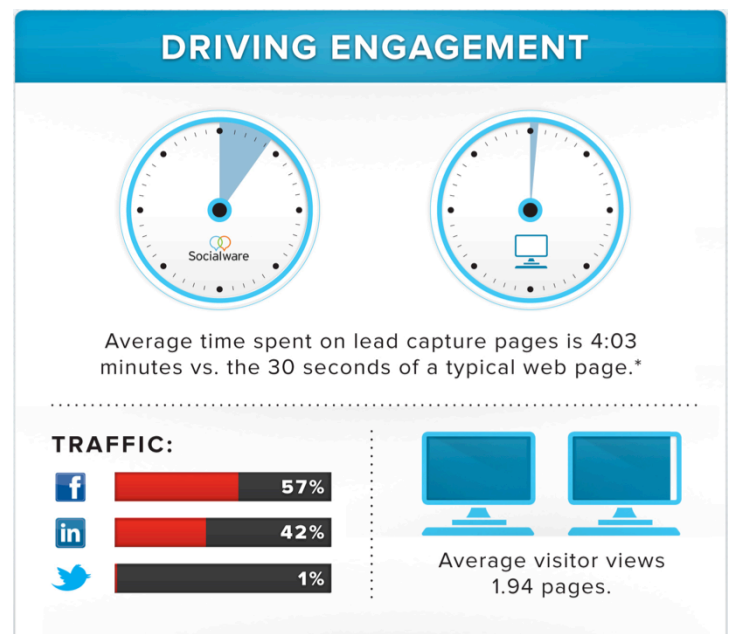
Guardian Life Insurance Co. takes an integrated social media approach that bridges IT, compliance, legal, and marketing functions to achieve both risk mitigation and business enablement. But the company faces the challenge of keeping up as FINRA regulations and the social networks themselves evolve.

Guardian has implemented the Voices product from Socialware, enabling its insurance advisors to share social media messages with prospects and clients in ways that maintain compliance while increasing revenue for advisors and the company. Advisors using Voices reap immediate rewards, including an average of 11 new leads apiece in the first month.

### Socialware Delivers Social Business ROI

*"The feedback across our business groups is universally positive. They are very excited about Voices since the impact on their business results is clear. This is not the typical social media program limited to marketing teams. Socialware, I believe, has built the best product out there . . . I don't think there's any company that's even close to what they're doing."*

Nate Isaacson  
Guardian Social Media Strategist



### Delivering Compliant Business Results for the Enterprise and Advisors

Socialware Voices allows advisors to connect with prospects, clients, and referral partners using relevant, informative content already vetted by the Guardian compliance office. Using Voices, the average Guardian advisor has a first-degree reach of 449 professional contacts. Of the contacts who see Voices content, 35% share it with their networks, expanding the reach of each advisor and the company as a whole. Even better, the product's ease of use ensures rapid adoption.

*"I'm very impressed. You've taken someone from zero to a hundred miles an hour. You all have made my day, I'm [eager] to find out where we go next."*

David Culler, Guardian Life Advisor