Epic Text Messaging

Streamline communication with Applied Epic®

Applied Epic, the fastest growing and most widely used management system in the world, provides essential capabilities for you to send, receive, and log text messages directly within the application, creating a consistent stream of communications within daily workflows.

Text messaging is a highly effective way of reaching your clients and prospects, and because it immediately delivers a message, it has both a high open rate and a high conversion rate. Applied has partnered with Twilio, a leading SMS vendor, to enable you to provide mobile service by sending, receiving, and logging text messages directly within Applied Epic. Integrated texting also ensures that your staff are notified when insureds send a text response to ensure a consistent stream of communications within daily workflows.

Applied Epic integrated texting provides your agency with:

- An additional channel to communicate with your customers as part of your daily workflow.
- Ability to track SMS conversations between employees and clients/ prospects as activities.
- A history of text conversations for each insured for future reference.

Text messages have a 98% open rate, email only 20%. Text messaging has a 45% response rate, email only 6%.

Enables your agency to

- Provide omnichannel customer service through an additional automated customer communications channel
- Maintain a single view of all customer and prospect communication records within the management system
- Notify your clients promptly of certificate issuances, policy updates, and other information important to their relationship with your organization

Why Applied?
Applied Systems is the leading global provider of cloud-based software that powers the business of insurance.

Recognized as a pioneer in insurance automation and the innovation leader, Applied is the world's largest provider of agency and brokerage management systems, serving customers throughout the United States, Canada, the Republic of Ireland, and the United Kingdom.

Call 800.999.5368
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