Applied Relay Correspondence Management

Easily communicate to customers with Applied Relay

Applied Relay, the product of choice for Ireland's general insurance brokers, developed a multitude of ways to contact and keep in touch with your customers.

Applied Relay's Correspondence Management solution offers users four different ways to communicate with customers: integrated email, SMS messaging, campaign management and eDocs. The Microsoft Outlook integration allows you to send and receive email using your own familiar email application and all correspondence can be saved within your client portfolio. SMS messaging integration allows you to send an SMS message within Applied Relay and store a copy of the message in documents for future reference.

Applied Relay also offers campaign management tools to help you effectively execute successful marketing campaigns and capitalise on cross selling opportunities. Lastly, Applied eDocs securely and efficiently delivers insurer policy documentation to your desktop applications. Applied eDocs supports the distribution of all client documentation for all lines of business, therefore, eliminating the need for paper.

Applied Relay Correspondence Management provides your business with:

- Ability to forward policy documentation in electronic format at the point of sale and email customers a reminder to return required ID or documentation automatically.
- Access to create and store your own SMS message templates.
- A two-way electronic document exchange to accurately deliver files between you and your insurers.

Enables your business to

- Streamline communications within daily workflows
- Improve customer service with omnichannel servicing options
- Go paperless to save time and expenses
- Effectively manage marketing campaigns

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

Recognised 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.

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