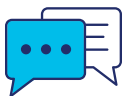# Epic Text Messaging

Communicate with customers through additional channels with Applied Epic®.

Applied Epic is the world's #1 agency management system and it delivers powerful capabilities for you to send, receive and log text messages directly within the platform so you can have a consistent stream of communications within your 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. So, we joined forces with Twilio, a leading SMS vendor, to give you the ability to send, receive and log text messages directly within Applied Epic. Your team will even receive a notification when policyholders send a text response back.

What Epic Text Messaging Offers Your Agency

- 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 with each policyholder for future reference

Allows your agency to

- Deliver omnichannel customer service through an additional automated customer communications channel

- Keep a single view of all customer and prospect communication records within the management system

- Quickly notify clients of certificate issuances, policy updates and other important info

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

Have Questions?

Call 800.999.5368
Visit appliedsystems.com

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