

COMMUNICATION CENTER

CONNECT & COMMUNICATE MORE EFFECTIVELY

Expand your marketing reach and stay in-touch and up-to-date with targeted and timely communications.

BENEFITS



Drive Sales & Grow Your Book

Leverage the power of EZLynx Reporting to define targeted and timely cross-sell email campaigns. Increase your policy per customer count.



Build Loyalty

Show customers you care by setting date sensitive delivery for holidays, birthdays, or policy terms.



Improve Retention

Proactively communicate with clients to increase retention and improve the overall customer service experience.



Seamlessly Integrated

From postal mail, email, text messaging, and more, you'll be able to communicate with customers in the way that works best for them – all from within the EZLynx **ONE PLATFORM**®.

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FEATURES

» **Bulk Campaigns**

Bulk emails, newsletters, special offers, event invitations, mass email, and promotions via email to targeted segments of your database.

» **Drip Campaigns**

Autoresponders and marketing automation; a set of marketing emails sent automatically on a schedule – for birthdays, renewal reminders, or multi-step, time-sensitive campaigns.

» **Text Messaging**

Send text messages to applicants, co-applicants and contacts directly from their EZLynx accounts. Both incoming and outgoing texts are automatically recorded on applicants' EZLynx accounts. Can be used for E&O purposes.

» **eSignature**

Send electronic envelopes to have one or multiple people sign one or multiple documents from EZLynx. User is notified of progress throughout signing and final documents are automatically saved in EZLynx.

» **EZLynx for Outlook**

A bridge between EZLynx and your inbox, use the Outlook Plugin to easily save emails and attachments to applicant accounts or associate them with tasks and notes.

Emails can also be enhanced with reminders, labels or sticky notes. Add the Workspace Enhanced feature to mark a task as important and assign a due date and time.

» **Postal Mail**

Select, print, and mail documents within EZLynx in only a simple few clicks.