



INDUSTRY GUIDE · INSURANCE AND SOCIAL PROTECTION · OCTOBER 2026

Communicating with networks and frontline teams in insurance and social protection

Branches, field advisors, loss adjusters, claims centers, remote workers: how to inform dispersed teams quickly and accurately, under strict regulatory demands.

Networks

of branches, adjusters and advisors to inform at once

Pop-up

on screen, even when email is closed

5 channels

from a single send with We Advocacy

Dispersed teams, dense information, compliance at stake

Mutual insurers, insurers, provident institutions and loss adjusting firms share one challenge: employees spread across headquarters, branches, claims centers and the field, who must apply ever-changing procedures without delay.

74%

of frontline employees feel disconnected from headquarters

Gallup / Workvivo

8%

of French employees say they are actively engaged

Gallup, 2026

Pop-up

Windows: your alert appears on screen, even with email closed

We Advocacy feature

Your frontline employees

Branch advisors

Field sales reps

Claims adjusters

Claims center staff

Customer service advisors

Remote workers

Network managers

Support functions

Why information doesn't get through

1

Email overload

Office staff get dozens of messages a day. An updated procedure or a fraud alert goes unnoticed.

2

A dispersed network

Branches, regional offices and adjusters on the road: each has its own hours and tools, and the shared culture fades.

3

Compliance

Regulatory changes, anti-fraud procedures, data protection: informing isn't enough, you must prove the information was received and understood.

4

Activity peaks

A storm or hail event triggers a surge of claims. Reinforcements must be mobilized and teams informed within hours.

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Four We Advocacy capabilities to connect the frontline to the rest of the company

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Mobile app and SMS, even without email · p. 3

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Reach every employee, even without email

The phone is the one tool all your employees carry. The We Advocacy mobile app puts the company within everyone's reach, including those without a work email address.

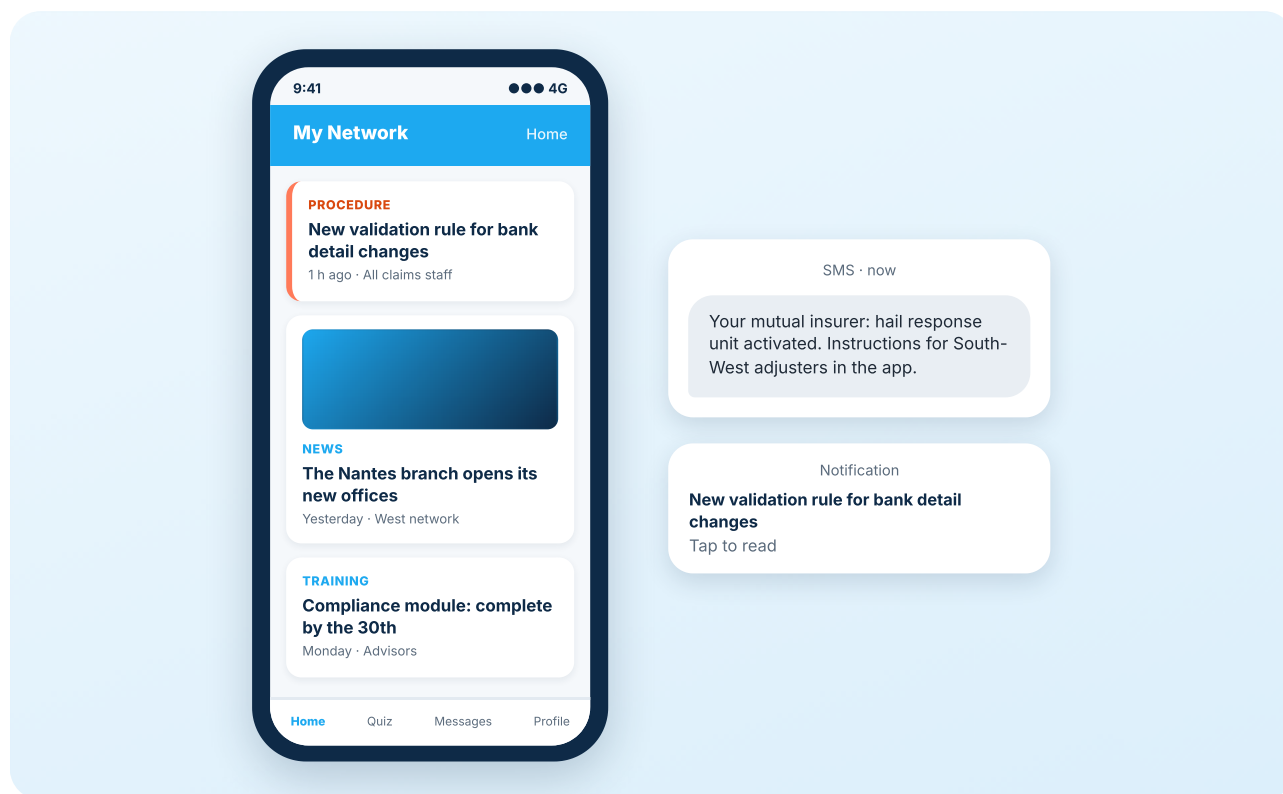


Illustration: the app's news feed, a notification and an SMS sent from the same message.

What your teams receive

- **A news feed** showing only what concerns their site, job and team.
- **Notifications** for important messages, readable in ten seconds.
- **SMS (text message)** for those without the app, or for emergencies.
- **The intranet** on their phone: documents, contacts, procedures.

What you no longer have to manage

- **Lists that update themselves:** sync from Entra ID, Okta, Google Workspace, SAP SuccessFactors or a simple file.
- **Arrivals and departures** are handled automatically.

In your industry: Adjusters and field sales reps spend most of their time out of the office. In the mobile app, they find the news, procedures and alerts that concern them, between appointments.

The right message, to the right people, on the right channel

You write once, choose the audience and channels, and the platform does the rest. Everyone gets the information that concerns them, where they'll see it.

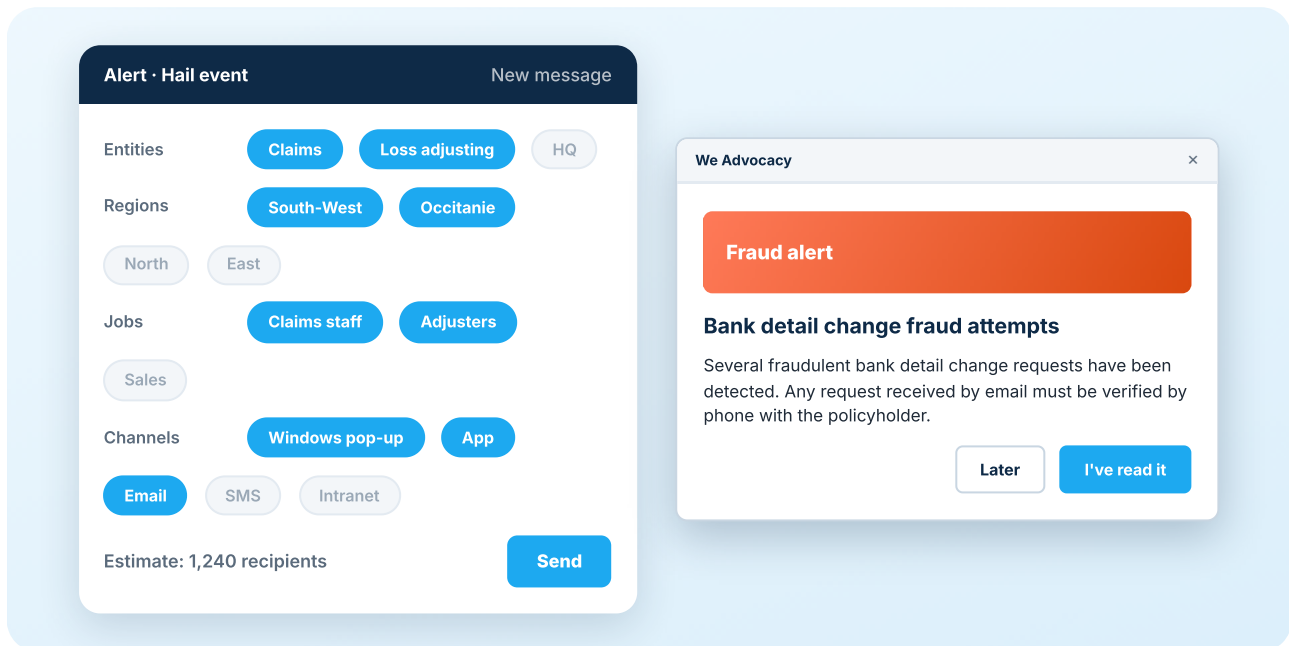


Illustration: targeting in the sending console, and a Windows pop-up displayed on workstations.

One send, five channels

Email, intranet, mobile app, Windows pop-up and SMS, combined by audience.

Precise targeting

By site, job, entity or manager, from your synced directory.

Automatic follow-up

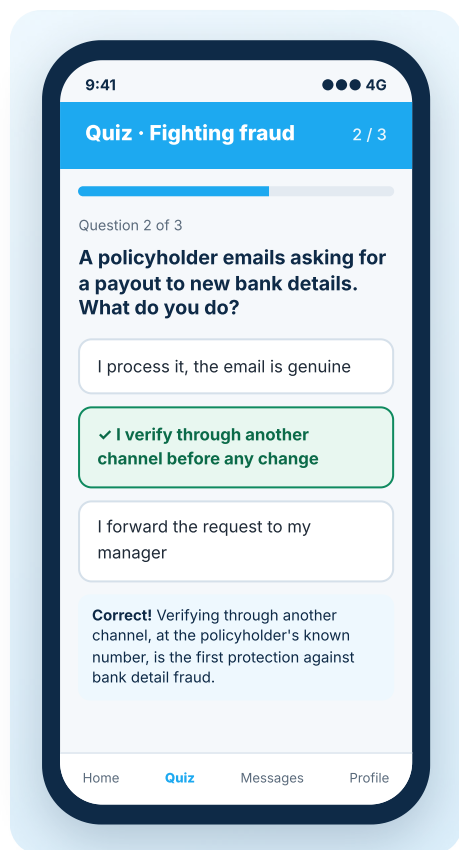
Those who haven't read are followed up on another channel.

Typical situations in your industry

SITUATION	AUDIENCE	RECOMMENDED CHANNELS
Fraud, phishing	Claims staff, customer service	Windows pop-up, email
New procedure	Relevant jobs	Windows pop-up, app, email
Weather event, claims surge	Claims staff, adjusters in the area	App, SMS, Windows pop-up
Unplanned branch closure	Branch and regional network	App, SMS

Check, listen, onboard

Informing isn't enough. You need to make sure the message is understood, give the frontline a voice and properly welcome every newcomer.



Quizzes to check understanding

After a procedure is shared, a short quiz checks understanding and keeps a record of answers, employee by employee: an asset for proving the information was delivered. Questions can be **generated by AI** from your memo or procedure, then fine-tuned in minutes.

Surveys and forms to listen

- **Short mobile surveys** to take the pulse of a team or site.
- **Feedback forms** from the field: an idea, a problem, a request.
- **Results** summarized by question and respondent, to follow up with those who haven't replied.

ONBOARDING JOURNEYS

Every newcomer follows a scheduled journey, automatically.

Onboarding journey for new advisors and claims staff: the group and its mutualist values, key tools and procedures, discovery quiz, onboarding survey. Managers are informed of progress.

Three questions to ask the frontline regularly

INFORMATION

"This month, did you get the information you needed to do your job?" (1 to 5)

CHANNEL

"How do you prefer to be informed: app, SMS, notice board, your manager?"

IDEA

"Any idea to improve your day-to-day on site?" (open answer)

Bring company life all the way to the frontline

Beyond practical information, frontline teams need to feel involved: hearing about other sites' successes, seeing their work recognized, sharing a common culture.

Newsletters in minutes

With AI-assisted creation, a polished newsletter takes minutes. It is sent by email, featured on the intranet and pushed to the mobile app for those without email. Local editions are possible through targeting.

Frontline managers, your first relays

Regional directors and branch managers publish for their scope: sales results, local events, welcoming a new colleague. Unlimited number of publishers. Each publishes within the scope and channels you assign.

Network Essentials

Week 41 · Branches and claims



Hail in the South-West: thank you, teams

Over 2,000 claims opened in five days...



New in-branch customer journey

The first pilot branches share their experience...



Profile: Claire, adjuster for 15 years

"Every claim is a story."

Your messages in every email

For teams dealing with your customers, partners and candidates, We Advocacy **email signatures** are consistent and carry **targeted banners**: recruiting, events, prevention, CSR commitments.

Camille Martin

Site Manager · 06 12 34 56 78

Prevention: our tips before winter

[Learn more](#)

INTRANET

A go-to portal, on desktop and mobile.

News, documents, procedures and directory in one branded intranet, connected to Google Workspace or Microsoft 365. Already have an intranet? We Advocacy can **complement SharePoint, LumApps or Jalios** with no migration, pushing their content to the frontline via mobile app, pop-up and SMS.

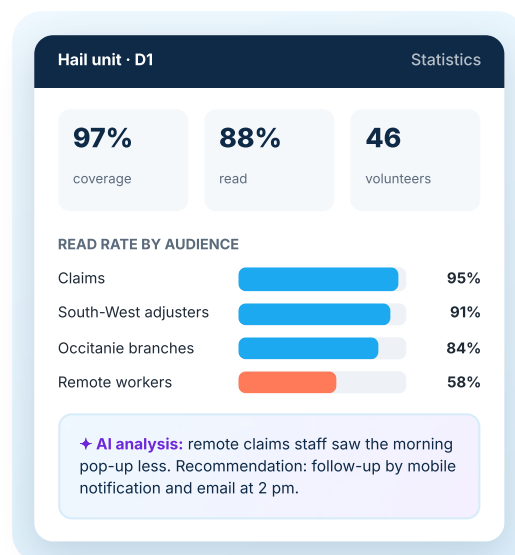
THEY TRUST US IN YOUR INDUSTRY

Mutualia Saretec Audiens Repam Monext

Scenario: a major hail event

A mutual insurer with 2,500 employees: headquarters, 80 branches, claims centers and partner adjusters. A hailstorm hits the South-West late in the day.

- D0 MESSAGES AND ALERTS · TARGETING**
Activate the response unit
 At 8 pm, mobile notification and SMS to managers and adjusters in the area: crisis unit activated, instructions attached.
- D1 WINDOWS POP-UP**
Mobilize claims staff
 At 8 am, a pop-up appears on claims staff computers: case prioritization, phone greeting script.
- D1 FORMS**
Recruit reinforcements
 A form lets volunteers from other regions sign up. 46 replies before noon.
- D2 NEWSLETTERS**
Keep everyone informed
 A short daily update sent to the whole network: volumes, turnaround times, key messages for policyholders.
- D5 STATISTICS · AI REPORTS**
Measure and capitalize
 The AI report shows who was reached, on which channel, and feeds management's debrief.



Statistics and AI report (fictitious data).

STATISTICS AND AI REPORTS

At every step, you see who received, read and replied, by site, job and channel. AI-generated reports show what worked, which audiences you aren't reaching and what to do next, and a follow-up goes out on another channel in one click.

Fast start

Up and running in a few weeks with the Newsletter and Broadcast plans.

Modular

Start with mobile and messages, add other modules with no migration.

Secure

Hosted in Europe, GDPR-compliant, SSO login.

The multichannel internal communication platform. Designed in France, hosted in Europe.

200+

client companies since 2018

100,000

users every day

5 channels

from a single send

- ◉ **Integrated with your environment:** Google Workspace, Microsoft 365, SSO, directory sync from Entra ID, Okta, Google Workspace or SAP SuccessFactors.
- ◉ **Modular:** start with the modules you need today, add others with no migration.
- ◉ **Secure and GDPR-compliant:** Hosted in Europe on Google Cloud, data encrypted in transit and at rest.
- ◉ **Supported:** guided rollout, France-based support, unlimited number of communicators.

"We Advocacy has helped us unify our communications for several years. We particularly appreciate their responsiveness and efficiency."

Mary Pifer, VP Marketing, 3SI

See what the platform can do for you.

In 30 minutes, we start from your audiences and tools to show you the modules that matter, and only those.

[Book a demo →](#)

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Sources

Gallup / Workvivo (feeling disconnected from headquarters) · Gallup, *State of the Global Workplace 2026* · Mockups and scenario for illustration only, fictitious data.