

BESTOW



Notifications



Built-in, automated notifications

Bestow's notification system keeps applicants, agents, and underwriters informed throughout the policy lifecycle, eliminating uncertainty, paper chasing, and other points of friction.

Remove the bottlenecks.

The Bestow difference

Embedded notifications flows

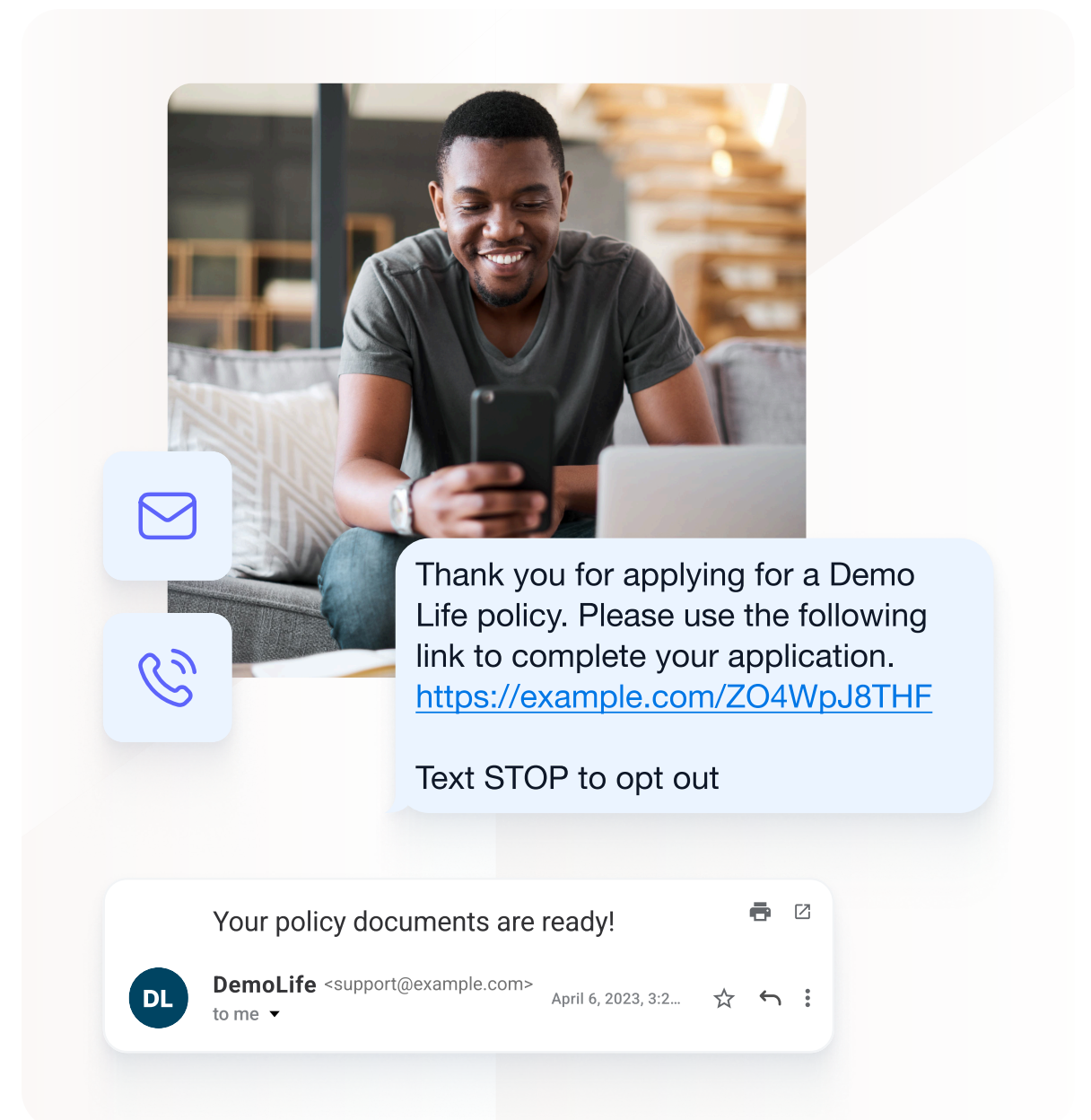
Unified, cloud-based notifications keep applicants, agents, and underwriters aligned on status and next steps.

Multi-channel flexibility

Reach customers via SMS, email, or mail with configurable single or multi-channel delivery so messages don't get missed.

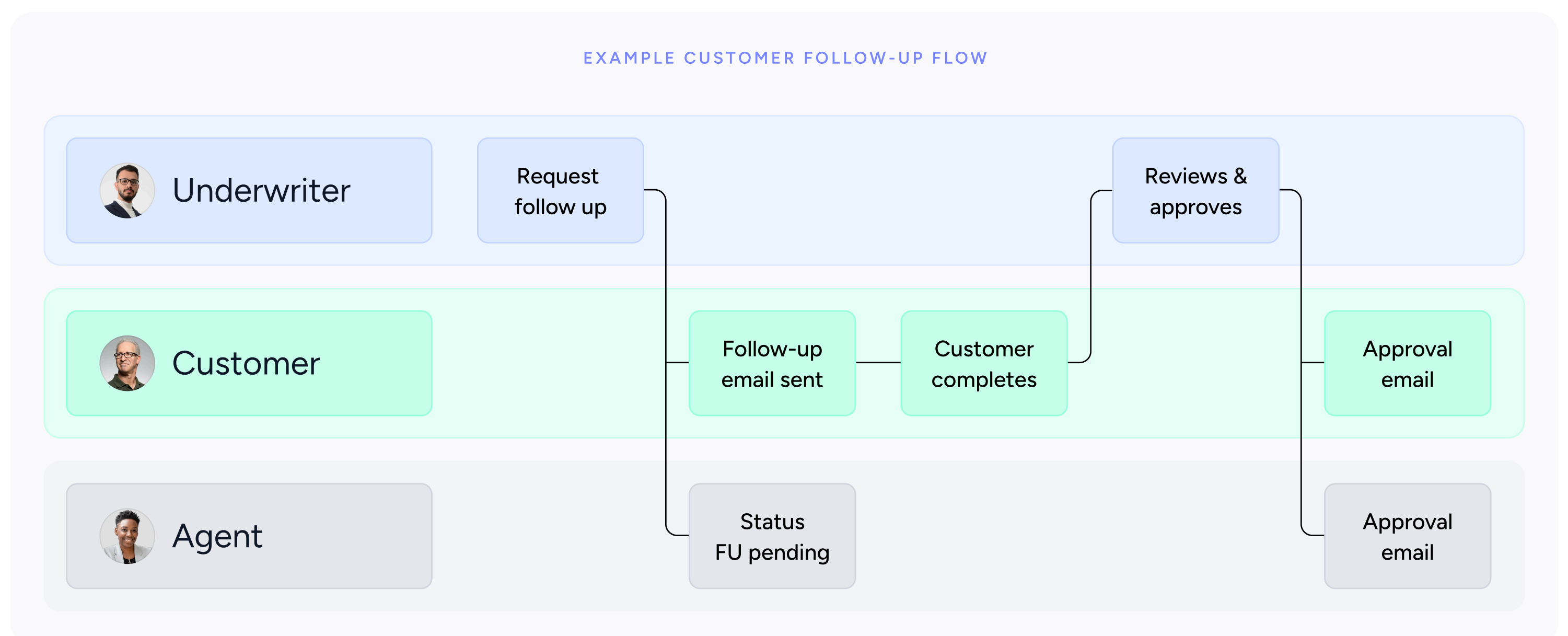
Complete customization and control

Customize triggers, templates, and timing to control how and when customers are notified throughout the policy lifecycle.



Fully connected processes

Bestow's unified platform connects applicant, agent, and underwriter actions via seamless notifications, reducing drop-offs, confusion, bottlenecks, and eliminating off-platform follow ups.

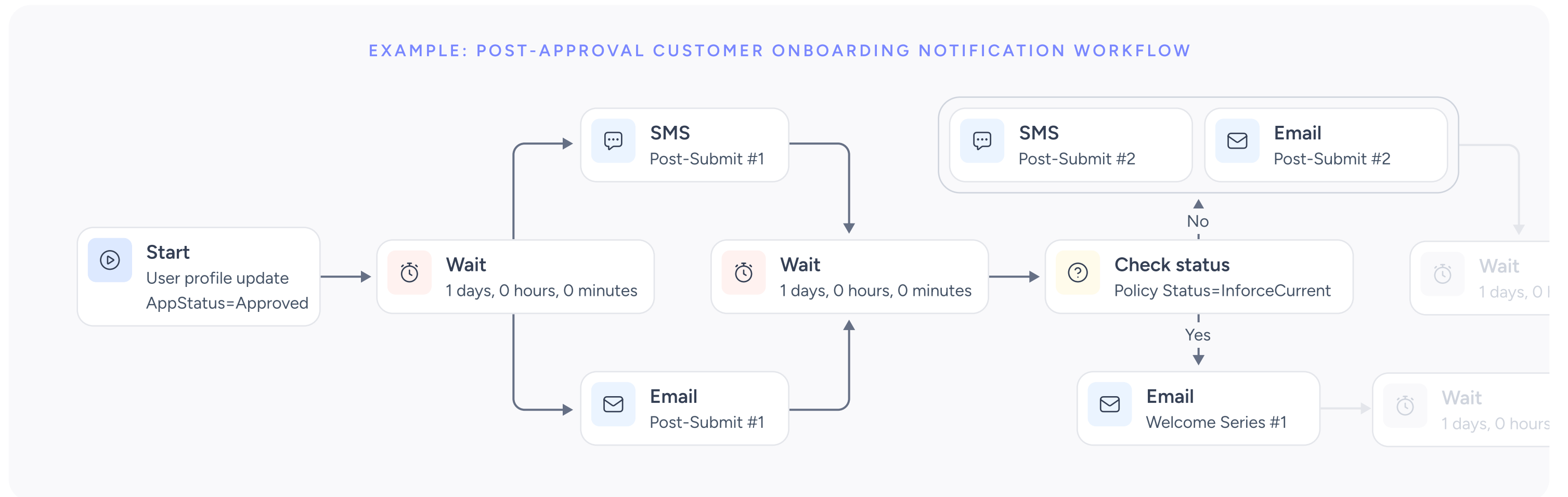


Notification capabilities

Timely, relevant updates at every stage of the policy lifecycle.

Smart notification timing

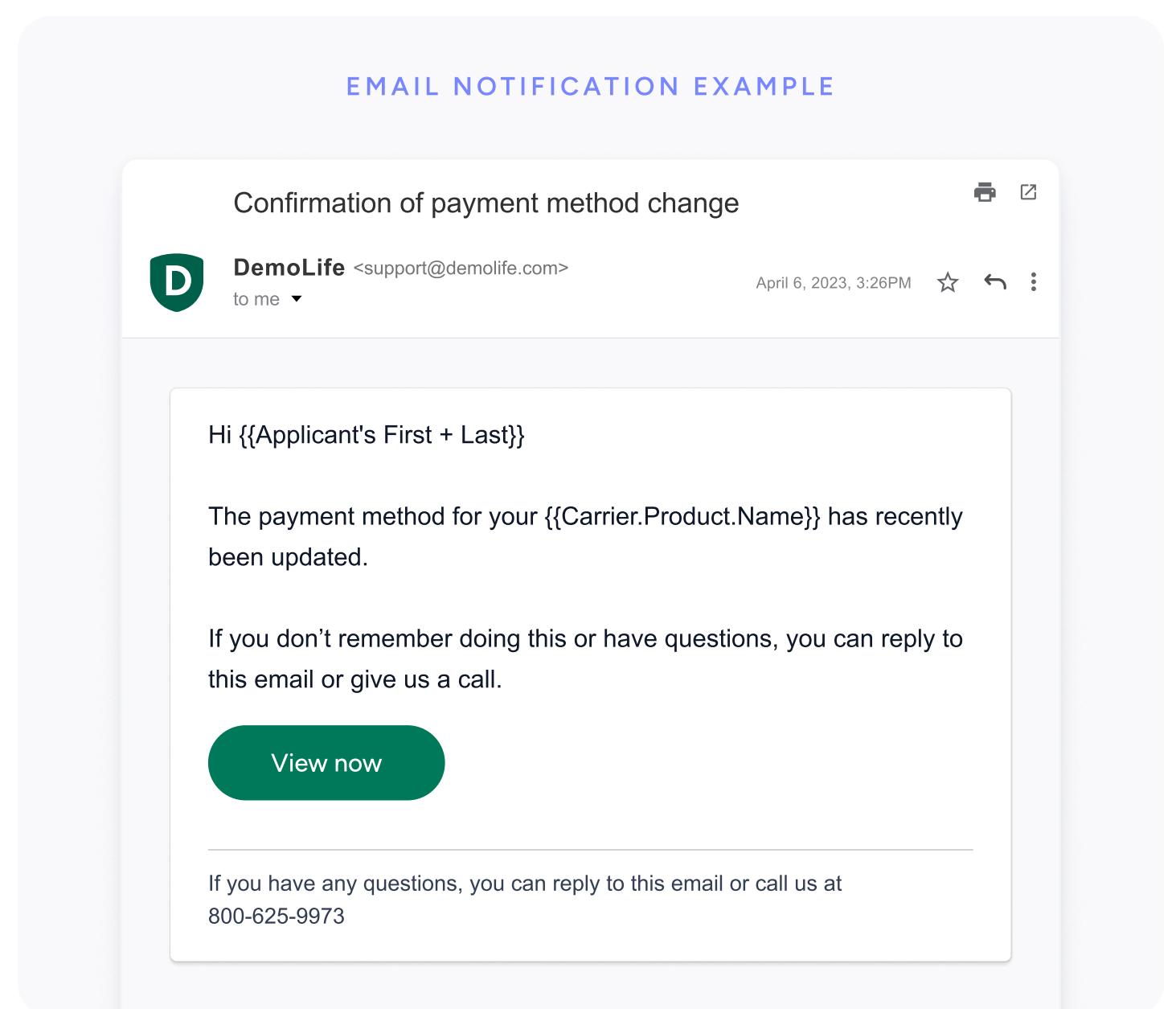
Control when customers receive communications with intelligent delivery scheduling. Space out notifications to avoid overwhelming customers, and set business rules for optimal send times.



Configurable trigger events

Customize event triggers to automatically send notifications at key points like:

- ✓ Applicant status updates
- ✓ Agent status updates
- ✓ Underwriting decisions
- ✓ Payment confirmations and alerts
- ✓ Policy anniversaries
- ✓ Beneficiary updates
- ✓ Follow-ups for required actions (e.g., missing information, pending payments)
- ✓ Agent licensing alerts
- ✓ Status updates to agent
- ✓ Customer follow-ups
- ✓ Beneficiary update



Highly customizable content

Completely tailor notification content to match your tone, style, and product needs. Flexible templates support all channel types, allowing you to maintain brand consistency while meeting compliance standards.