



Transforming translation processes using Messagepoint



Enhance speed, reduce costs, and improve accuracy in your translation process

For regulated organizations, translation of customer communications is a slow, time-intensive process, often handled one document at a time using a patchwork of disconnected tools. Messagepoint's cloud-based customer communications management platform transforms the end-to-end translation workflow. With its highly efficient content-centric approach, integrated AI-powered translation and accuracy checks, and flexible collaboration tools, you can translate communications and documents faster, cheaper, and with greater accuracy and control than ever before.

Drive efficiency by breaking free from the document-centric translation paradigm

Traditional translation processes focus on translating a document or communication, end to end. With Messagepoint, communications are broken down into individual content components, which are reused across communications and channels as required.

This enables you to translate those content objects just once instead of multiple times, decreasing your translation workload and ensuring consistency and compliance throughout your communications.

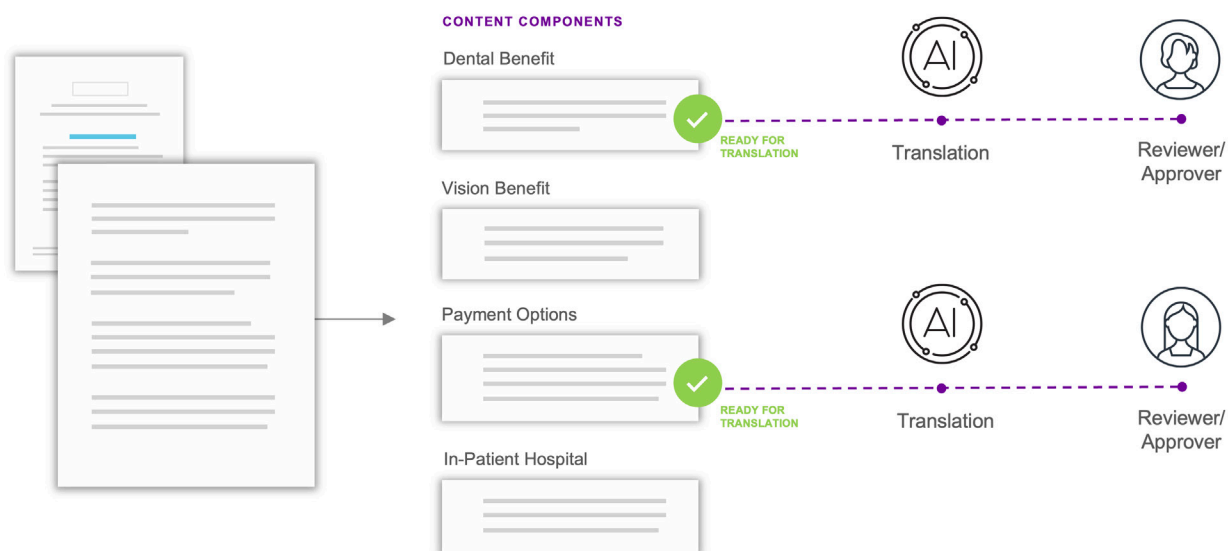
It also enables you to translate portions of more complex documents as they are completed, rather than waiting for an entire document to be finished before translation work can begin.

Not only does this accelerate translation work, but it eliminates the redundancy of repeatedly translating duplicate content that appears across your communications and documents.

Benefits of managing translation in Messagepoint

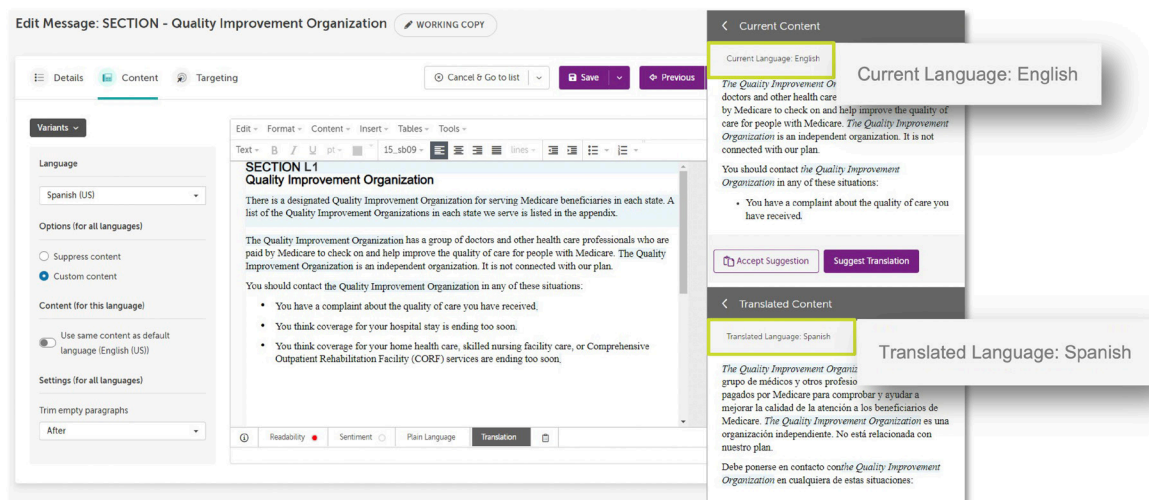
- Produce high quality translations 20X faster
- Reduce translation costs by up to 80%
- Catch more translation errors with AI
- Lower risk of compliance errors and fines
- Eliminate translation of redundant content

Modular Content



Accurately translate your content in seconds with AI

Accurately translate your content into 80+ languages with a mouse click using integrated AI translation, powered by Messagepoint's Assisted Authoring. Whether you choose to leverage integrated translation models from OpenAI or DeepL, Messagepoint translates your content at speeds far faster than human counterparts, while also preserving variable data fields and formatting of your content, saving you from having to add these elements back in manually.



Automate reviews with Translation Accuracy powered by AI

Whether you use AI or humans to translate your content, Messagepoint's AI-powered Translation Accuracy capabilities reduces days of reviews down to minutes. AI automates checks for semantic similarity, missing content, text styles, variables, SmartText, named entities, and glossary terms between different language versions of your content. Assessment can occur at both the content object level, flagging of inconsistencies as they arise during translation, and at the corpus level, through a dashboard that enables you to quickly locate translation issues across your entire document library.

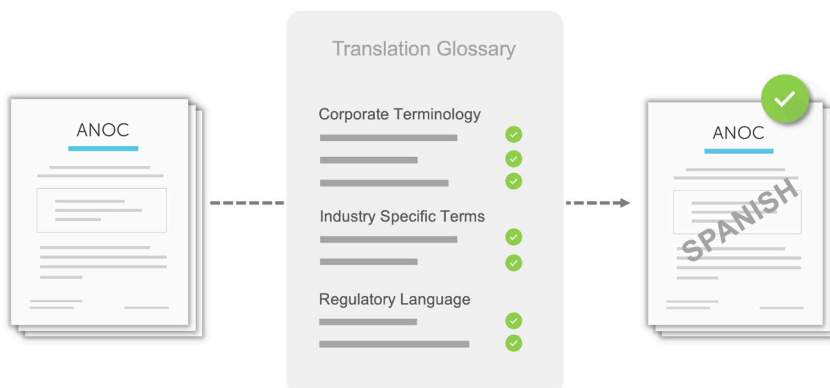


Automated translation quality check

Semantic similarity-based accuracy	✓ PASS
Embedded shared content matches	✓ PASS
Variables match	✓ PASS
Styles match	✓ PASS
Named entities match	✓ PASS

Ensure alignment with your terminology

Leverage glossaries to specify how certain terms and phrases are translated by AI. Glossaries ensure your sensitive content, such as product names, industry terminology, and regulatory language, is translated the exact same way, every time.

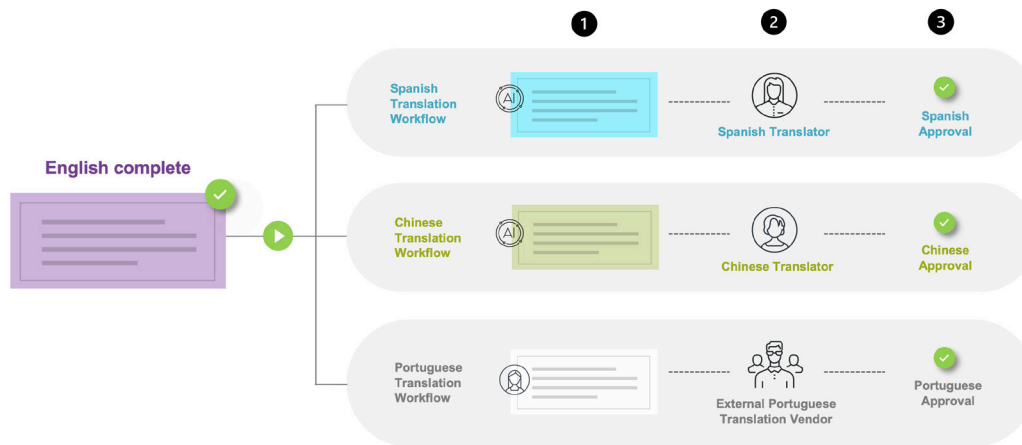


Seamlessly manage your end-to-end translation workflow

Messagepoint enables you to manage the end-to-end process of translation and related quality checks, whether you're leveraging internal teams, third-parties or AI-powered translation.

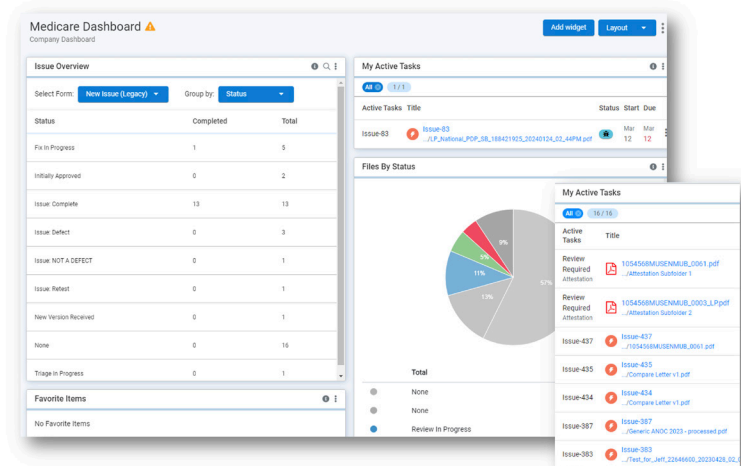
Configurable workflows enable you to control exactly how, when, and to whom translation tasks are assigned and content is routed for translation. Workflows can be linear or branched so that multiple steps occur in parallel, making it easy to track and manage translation into all required languages simultaneously. Messagepoint workflows also enable you to:

- **Seamlessly collaborate with third-party translators:** Send content objects to a trusted third-party translator from inside Messagepoint. When your vendor returns the translated content, it will be seamlessly re-integrated with its formatting, text styles, and variable content still intact.
- **Harness the speed of AI while staying in control:** Use AI-powered translation with the option of passing it to human translators to apply the finishing touch. This is not only more efficient, but it also ensures nothing gets sent to customers without human approval to comply with your internal requirements.



Ensure visibility and control over the QA process

Complete the end-to-end translation process with Messagepoint's QA Module. This module provides total visibility into the progress of your translation projects so that bottlenecks can be quickly resolved, workloads can be balanced, and work is completed on schedule. Integrated task management, resource management, audit trails, reports, and dashboards track every step of the process so you can see exactly who translated what content, when translation occurred, and who provided approval.



To learn more about Messagepoint, visit us at messagepoint.com, email us at info@messagepoint.com or contact us at 1-800-492-4103.

