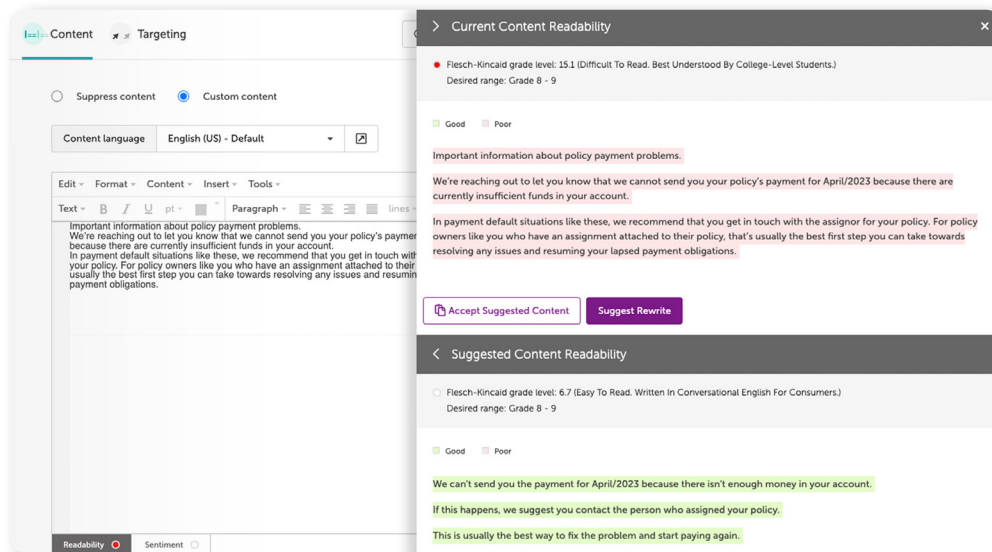messagepoint®

Messagepoint Assisted Authoring

AI-powered Content Optimization for Customer Communications

Words matter. Organizations need their communications to be clear, easily understood by their intended audience, and aligned with their brand. This isn't always easy, especially for organizations in regulated industries ripe with industry jargon, legalese, and other difficult to understand content. The challenge lies in ensuring content is easy to understand. That can come from it being written using plain language principles, using the appropriate reading level, communicating the desired sentiment, using a customer's preferred language, and adhering to current brand guidelines both at the individual communication level and across all communications throughout the customer lifecycle. Assisted Authoring can help.

Create better content, effortlessly.

Messagepoint Assisted Authoring harnesses the power of AI through MARCIE (Messagepoint Advanced Rationalization and Content Intelligence Engine) and generative AI to help you analyze, optimize and translate your content faster than ever before. Messagepoint lets you stay in complete control of your content, while AI supports you as an intelligent assistant.

Understand your entire content library: MARCIE analyzes your content to detect issues with reading levels, sentiment, and brand, as well as locate all instances of duplicate and similar content. Analysis can be done at both the content object level for an individual communication or across your entire corpus of communications.

Messagepoint's AI capabilities act as an intelligent assistant to streamline the processes of authoring, editing and optimizing content while enabling you to retain full control over the messaging and communication.

Optimize content with AI-generated rewrite suggestions: Through MARCIE's integration to ChatGPT and GPT-4, you can request suggestions for rewritten content according to ISO's plain language guidelines, target reading levels, appropriate sentiment, or summarize content to reduced length. MARCIE's generative AI capabilities are governed by enterprise-grade controls so that you can safely optimize your content faster, while still retaining complete control over the outgoing message.

Transform your translation process: Accelerate and improve the accuracy of your translations with AI. Accurately translate your content into 80+ languages in seconds and automate reviews with glossaries. Use Translation Accuracy checks to validate that the meaning and structure of your content is preserved across all language versions of your content.

Identify similar and duplicate content: Consolidating similar and duplicate content enables you to reduce content objects under management and drive messaging consistency through content reuse across communications and channels. This not only reduces work effort for changes, but also supports compliance efforts.

Harness the power of AI to:

Accurately translate your content in seconds

Accurately translate your content into 80+ languages with a mouse click using integrated AI translation. Whether you choose to leverage integrated translation models from OpenAI or DeepL, Messagepoint translates your content at speeds far faster than human counterparts.

Ensure translation alignment with your terminology

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

Automate and accelerate translation reviews

AI automates checks for semantic similarity, missing content, text styles, variables, SmartText, named entities, and glossary terms between different language versions of your content. Visual indicators reveal inconsistencies, making it fast and easy for your team to make any necessary corrections.

Drive customer understanding with plain language

Align to the ISO plain language standard to ensure clearer communications while preserving intended meaning. Optimizations may include using familiar words, avoiding jargon and acronyms, using clear and concise language, ordering content so that important points are made first, and using consistent headings to help introduce what comes next.

Optimize content for reading levels to reach more customers

By analyzing your content using the Flesch-Kincaid Grade Level scoring, you can easily spot content reading levels that are too high for your customers. Request content rewrite suggestions that preserve meaning but revises content to a more accessible level.

Ensure the right sentiment is communicated, always

Identify negative sentiment that might prevent your content from connecting with your audience. Request suggestions for content rewrites that preserve the meaning of the content but conveys a more positive sentiment so that you can more persuasively connect with your audience.

Optimize content length without compromising meaning

Receive recommendations for summarizing content, reduced to meet a specified length while preserving its intended meaning, accelerating the reuse, migration, and re-platforming of content. This is crucial for digital channels like email, SMS or mobile apps which require shorter form communication.

Drive consistency and compliance with brand standards

Assisted Authoring knows and respects your brand. For every communication and message, the AI engine intelligently detects elements that are out of compliance with your uniquely configured brand guidelines to ensure consistency across all communications and channels.

Understand your content at scale

Gain powerful insights into the reading level, sentiment, brand adherence, and translation accuracy of your content. Identify where similar and duplicate content exists with dashboards and reports that give you detailed, actionable insights into your entire corpus of communications.

Messagepoint Assisted Authoring is available to users of the Messagepoint platform and Rationalizer, Messagepoint's solution for accelerating the migration of content from legacy systems and formats to Messagepoint.

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

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