

## Rationalizer

Leverage the power of AI to automate the migration and optimization of customer communications



# Achieve your content migration goals.

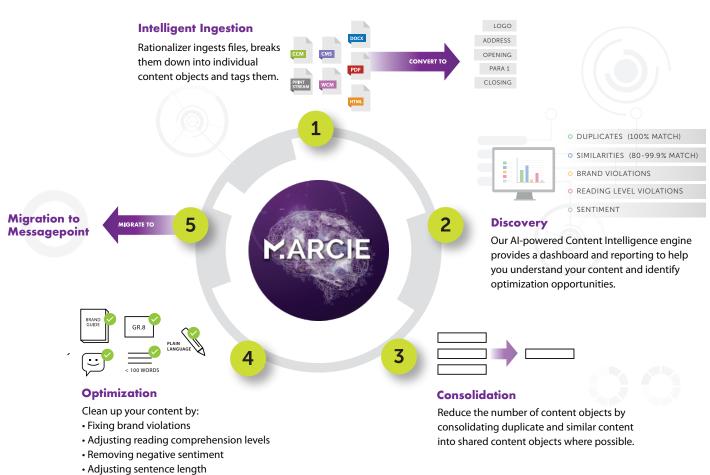
Consolidating and modernizing your customer communications management systems can enable significant process efficiency gains, cost reductions, and set the stage for better customer experiences.

Unfortunately, the traditional manual approach to migrating legacy communications is the single largest barrier to modernization and typically costs millions of dollars and requires years of effort.

That's why we built Rationalizer.

### Optimize & migrate content using the power of AI

Rationalizer leverages artificial intelligence, machine learning, generative Al and natural language processing in MARCIE, the Messagepoint Advanced Rationalization and Content Intelligence Engine, to simplify content migration into Messsagepoint. While most approaches merely lift and shift content off legacy systems into modern environments, bringing along all the old problems with it, Rationalizer accelerates content consolidation and optimization with suggested content rewrites to efficiently clean up inventories.



Aligning to ISO plain language standards

**Rationalizer** 

#### Intelligently ingest content

Rationalizer automates the ingestion of your content, enabling you to take content libraries from legacy platforms 99% faster and with far less cost than manual services led approaches. In the process, metadata tags are assigned to content, automating a key process in the migration process. Finally, you can complete large-scale migration projects with ease.

Content can be ingested from Word, PDF, HTML, print streams, and other CCM, CMS, and WCM systems.

#### 5 reasons to choose Rationalizer:

- Reduces time to migrate, tag and consolidate content by an average of 99%
- Reduces cost by an average of 57%
- Scales to handle enterprisewide migration programs
- Reduces the number of content objects under management by an average of 70%
- Optimizes content to improve the quality of communications

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TAGS	
CC Letter 1 52.44 KB   application/vnd.openxmlformats-officedocument.wordprocessingml.document	
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#### **Discover your content**

Through the rationalization process, the Content Discovery Dashboard and drill down reports give you detailed, actionable insights into your corpus of communications.

> 3_FolderName da > 2_LetterName Structure	Master <i>G</i> Letters: 438 (100.00% of total letters)	Paragraphs: 12,037 (100.00% of total parag	yraphs)
Matter (458)     NO VALUE (188)     Branistrati Health (10)     C AO (8)     Employers Training Resource (10)     Fre (13)	Duplicates 6,153	Similarities 800-999X 27,163	Reading Comprehension Reading Comprehension Reading Comprehension 8.34
Cannet Streves (10)     Clumons (50)     Holy, C.CL, Unique (50)     Holy, C.SL, Unique (50)     Holy, M.L, Unique (50)     Planeing (13)	Entiment NGATVE 428	Brand vouctions O	Metadata Morets 46

#### Consolidate your content

Find duplicate and similar content within your content inventory, providing opportunities to consolidate messages, leading to greater efficiency in managing omni-channel communications.

· · · Tail ·	Combine into shared content ×	
	New shared object Find Other	Seniaritan B
content	You have selected 30 objects to be combined.	
ortent	Consolidate into a new shared object:	
Srid Financial Card	Sign off Grid Financial letters	
a into phared obje	Close Save	
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### Don't just lift and shift your content— optimize it!

Rationalizer's analysis reveals actionable insights for cleaning up your content and leveraging generative AI can recommend rewritten content to accelerate content optimization while preserving intended meaning. What would normally take teams months or even years of manual effort, can now be done in a fraction of the time with the same level of control, but far greater accuracy and less cost. The best part is you remain in total control. Content and template rationalization should be a goal of every CCM professional — fewer templates are easier to manage, can be more easily adapted for omni-channel or better customer experience (CX), and generally make it easier for the business to own and manage communications themselves.

#### Rationalizer enables you to:

- Align your content to ISO plain language standards
- Optimize content reading levels using Flesch-Kincaid scoring
- Eliminate brand guideline violations
- Optimize content length without compromising meaning
- Rewrite content to a specified length
- Ensure the appropriate sentiment is conveyed

Content 🛪 🫪 Targeting	Current Content Readability
Suppress content  Custom content	Flesch-Kincaid grade level: 15.1 (Difficult To Read. Best Understood By College-Level Students.) Desired range: Grade 8 - 9
Content language English (US) - Default	Good Poor
	Important information about policy payment problems.
Edit - Format - Content - Insert - Tools -	We're reaching out to let you know that we cannot send you your policy's payment for April/2023 because there are currently insufficient funds in your account.
Text - B I U pt - Paragraph - Important information about policy payment problem We're reaching out to let you know that we cannot a because there are currently insufficient funds in your In payment default situations like these, we recomm your policy. For policy owners like you who have an usually the best first step you can fake towards reso payment obligations.	owners like you who have an assignment attached to their policy, that's usually the best first step you can take towards resolving any issues and resuming your lapsed payment obligations.
	Accept Suggested Content     Suggested Content Readability
	<ul> <li>Flesch-Kincald grade level: 6.7 (Easy To Read. Written In Conversational English For Consumers.)</li> <li>Desired range: Grade 8 - 9</li> </ul>
	Good Poor
	We can't send you the payment for April/2023 because there isn't enough money in your account.
	If this happens, we suggest you contact the person who assigned your policy.
	This is usually the best way to fix the problem and start paying again.
Readability O Sentiment	

## Migrate content into Messagepoint

Once your content is consolidated and optimized, you are ready to move it into Messagepoint.

ter: sor	ed by Items (desc) 🗸	
	Shared content	
□ >	Sign off Grid Financial letters	31
	Sincerely, Grid Financial Card Services Account number:	15
$\square$ >	Account Number:	15
□ >	Salutation standard	9
	Dear Customer:	



#### The power to modernize

With Rationalizer you can accelerate migration and optimize your content.

To learn more about Rationalizer, visit <u>www.messagepoint.com</u>, email us at <u>info@messagepoint.com</u> or contact us at 1-800-492-4103.



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