



# **Modernizing government communications for better client outcomes**



Navigating public benefits programs can be a complex and daunting task. The communications governments send to clients play a critical role in determining whether clients can access and maintain the benefits they are entitled to. Unfortunately, the inefficient legacy systems many governments use to manage these communications simply weren't designed to meet the needs of today's employees or recipient populations.

### **Messagepoint can help.**

Messagepoint streamlines the management of complex client communications that support the public benefits journey. Our intelligent, cloud-based content hub empowers non-technical business users to take control of managing communications, accelerating change cycles while reducing the burden on IT. With a no-code approach to content authoring and AI-powered content optimization, Messagepoint enables the delivery of clear, compliant, and accessible communications across all channels.

## **Modern Client Experiences**

**Communicate via channel of choice** by centrally controlling content for all channels, including print, email, SMS, web, mobile app, and IVR, in Messagepoint's intelligent content hub. This eliminates redundant content processes while also ensuring a consistent client experience across all channels.

**Ensure client understanding** using AI-powered Assisted Authoring to identify and address content issues through content optimizations for sentiment, appropriate reading levels, and plain language rewrites.

**Support diverse populations with AI translation** into 60+ languages. Translate your content 20 times faster than human translators and accelerate reviews with translation accuracy checks that detect differences in the meaning, structure, and formatting between different language versions of your communications.

**Ensure the right information gets to the right client** using intuitive natural language targeting rules that drive personalized and relevant text and images based on factors such as program eligibility criteria, client history, or region.

**Enable 1:1 personalization** of the client experience by allowing frontline adjusters, case workers and other servicing teams to quickly access, customize, and send print and digital communications to customers directly from the client management systems they are already working in.

### **Messagepoint enables federal, state and local government agencies to:**

- Accelerate change cycles from months to minutes
- Empower business users with no-code authoring to reduce reliance on IT
- Communicate via channel of choice: print, email, SMS, web channels, and IVR
- Support diverse populations with clearer communications in plain language and preferred languages
- Ensure compliance with centralized control of complex content across all channels
- Reduce overhead costs with a modern cloud-based platform

## Streamlined Communications Management

**Create and edit communications in minutes** by empowering non-technical business users to manage the entire content authoring and targeting process without IT through Messagepoint's intuitive, no-code user interface.

**Centrally control complex content** in Messagepoint's intelligent content hub. Advanced content sharing enables common content, such as benefits and disclosures, to be easily reused across touchpoints and channels while being controlled from a single point of change. Personalized communications are dynamically assembled using the right benefits, data and other content to ensure personalization, clarity and accuracy.

**Maintain visibility with version control and a comprehensive audit trail** to track every change made to communications, including who made them, what was modified, and when it occurred, ensuring accountability and transparency.

**Omnichannel tracking and delivery** provides visibility to which communications have been generated, when they were sent, and whether they have been delivered.

**Reduce overhead costs and work with a fully cloud-hosted solution** to leverage the efficiency of cloud computing while ensuring the security and stability required by government agencies.



## Add-ons to Messagepoint's Intelligent Content Hub

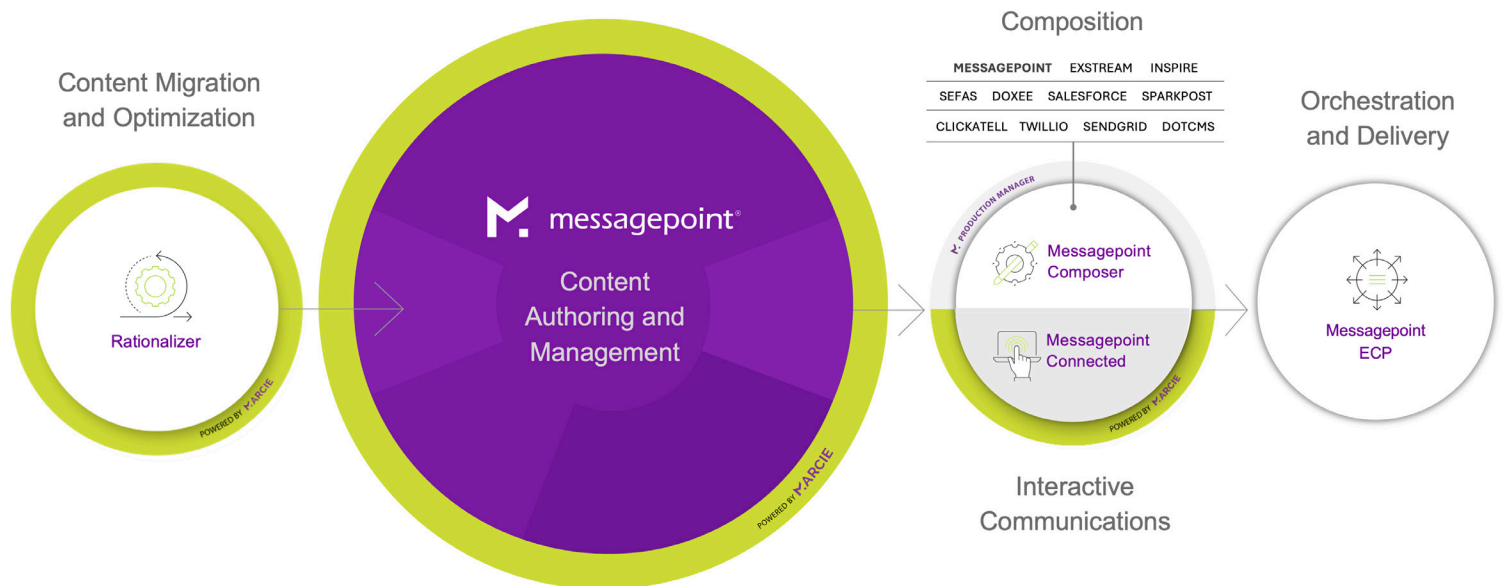
**Messagepoint Connected:** A cloud-based, interactive communications solution that enables customer-facing workers to quickly personalize and send communications to customers via print and digital channels.

**Messagepoint Composer:** A modern, high-performance composition engine that supports batch, on-demand, and ad hoc communications. Non-technical business users can control the creation, layout, and management of communications from Messagepoint's no-code user interface.

**Rationalizer:** An AI-powered content migration and optimization tool which makes it easy to get your content off legacy systems and into Messagepoint. While most approaches merely lift and shift your content, bringing along all the old problems with it, Rationalizer accelerates content rationalization, consolidation, and optimization to efficiently clean up inventories.

**QA Module:** Take control of the quality assurance process with integrated task management, real-time visibility into status, side-by-side comparison, advanced visualization, and tracking of document changes.

**Messagepoint ECP:** A sophisticated communications processing solution for post-composition production workflows, cross-channel orchestration, delivery tracking, and DR to maximize control and efficiency.



To learn more about Messagepoint, visit us at [messagepoint.com](https://messagepoint.com), email us at [info@messagepoint.com](mailto:info@messagepoint.com) or contact us at 1-800-492-4103.



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