

# Transformative Control of Mortgage Servicing Communications with Messagepoint



For most mortgage servicers, the process of getting borrower communications out the door takes far too long and costs too much. Reliance on legacy systems that require coding to make content updates and print vendors to manage composition, leaves mortgage servicers at the mercy of IT and third-party providers. Adding to these challenges are a complex regulatory environment and the need to support multiple channels.

**Messagepoint provides a game-changing solution.**

## One Platform for Complete Control of Borrower Communications

Messagepoint's cloud-based platform transforms borrower communications management. Our no-code content hub gives your business users complete control over communications authoring, updates, approvals, testing, and composition processes. Messagepoint not only reduces the time, effort, and cost of managing borrower communications, it gives far greater control over the process for both print and digital channels.

**With Messagepoint, Mortgage Servicers:**

### Go faster with hands-on control

Messagepoint's no-code authoring gives business users hands-on control to independently author, edit, and manage communications, eliminating the wait for IT or service provider availability before making changes. Imagine not having to wait for weeks for communications to be updated and ready to go!

### Gain freedom of choice by owning their own composition processes

Free your organization from the lock-in that comes from having your communications coded into print vendor composition systems. With your communications in Messagepoint, you hand off print-ready files to your vendor of choice, providing you with cost advantages and flexible disaster recovery options.

### Control print and digital communications within a centralized content hub

Say goodbye to siloed systems and disparate processes for each communication channel. Messagepoint enables you to centrally manage content driving print and digital communications (email, SMS, web portals, mobile apps) all in one place, sharing content and branding across the channels as required.

### Messagepoint enables Mortgage Servicers to:

- Create and update communications in minutes, not weeks
- Control layouts and composition to eliminate print vendor lock-in
- Reduce risk of errors and non-compliance
- Streamline the path to digital communications
- Take advantage of cloud-based convenience and efficiency without putting your customer data at risk

## **Manage content via a single point of change for greater efficiency and compliance**

Messagepoint's advanced content sharing helps mortgage servicers streamline authoring and changes. The content managed in Messagepoint is reusable across communications, templates, and channels to dramatically reduce time to market, simplify change management, while ensuring consistency and compliance. Reusable content components are centrally managed and controlled so if you need to change a piece of common content, you do it once.

## **Reduce complexity by eliminating duplicate templates for different sub-servicing clients, languages, and states**

Patented variation management eliminates the need for duplicate templates to accommodate multiple versions of communications for different clients, states, and languages. This enables incredibly efficient targeting of state disclosures and makes it easy for sub-servicers to customize communications for each of their clients without creating hundreds of redundant communications.

## **Proof and test in real-time to accelerate time to market**

Get full control over the accuracy of content updates across the different channels (mobile, browser, email, etc.) through instant proofs.

## **Track, control, and audit changes and approvals**

Version control, change management tracking and integrated approval workflows shortens review cycles and ensures complete tracking and audit trails for changes and approvals.

## **Harness the power of AI to analyze, optimize, and translate your content**

AI-powered Assisted Authoring capabilities, augmented by generative AI, enables you to create clearer, more consistent, and compliant content while retaining control over the outgoing message:

- Make your content easier to understand by aligning to the ISO plain language standards and optimizing reading levels
- Ensure the appropriate sentiment is conveyed
- Eliminate brand guideline violations
- Translate your content into over 60 languages while improving accuracy

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