messagepoint®

Optimize your customer communications to optimize your customer experience.

Consistent, relevant communications are the driving force behind good customer experiences.

Research from leading analysts clearly finds that the level of quality, consistency, and personalization of your customer communications can have a dramatic effect on customer experience and your bottom line. Within large organizations and regulated industries however, this is easier said than done.
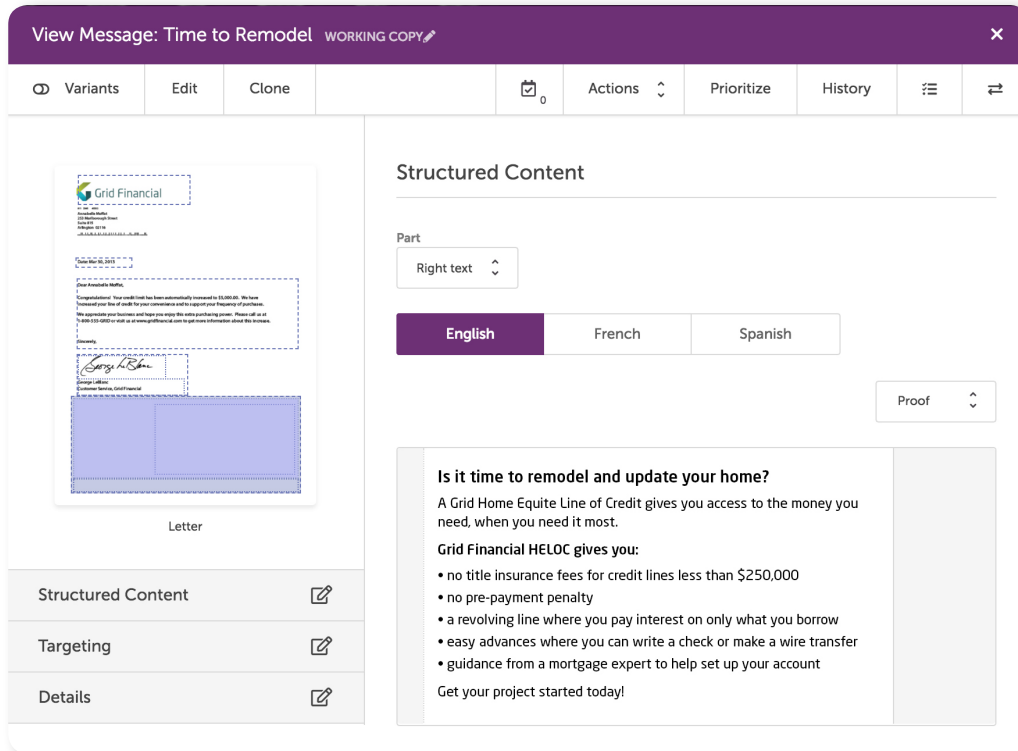
The sheer volume of communications that need to be created and maintained and the complexity that shared and regulatory content adds to the mix make it extremely difficult to drive real personalization and consistency at scale.

Unlike legacy customer communications management (CCM) systems, Messagepoint was specifically designed to help you optimize, author, share and more effectively manage all your content from the simple to the complex regulatory content. Only Messagepoint leverages Content Intelligence capabilities through the AI-powered Messagepoint Advanced Rationalization and Content Intelligence Engine that acts as an intelligent assistant to drive consistency, brand alignment and compliance across all your customer communication channels.

And we help you significantly reduce your reliance on IT by putting control into the hands of the content authors—your marketers, product owners, and customer experience teams— enabling them to directly create, edit, and manage highly personalized, consistent, and compliant customer communications.
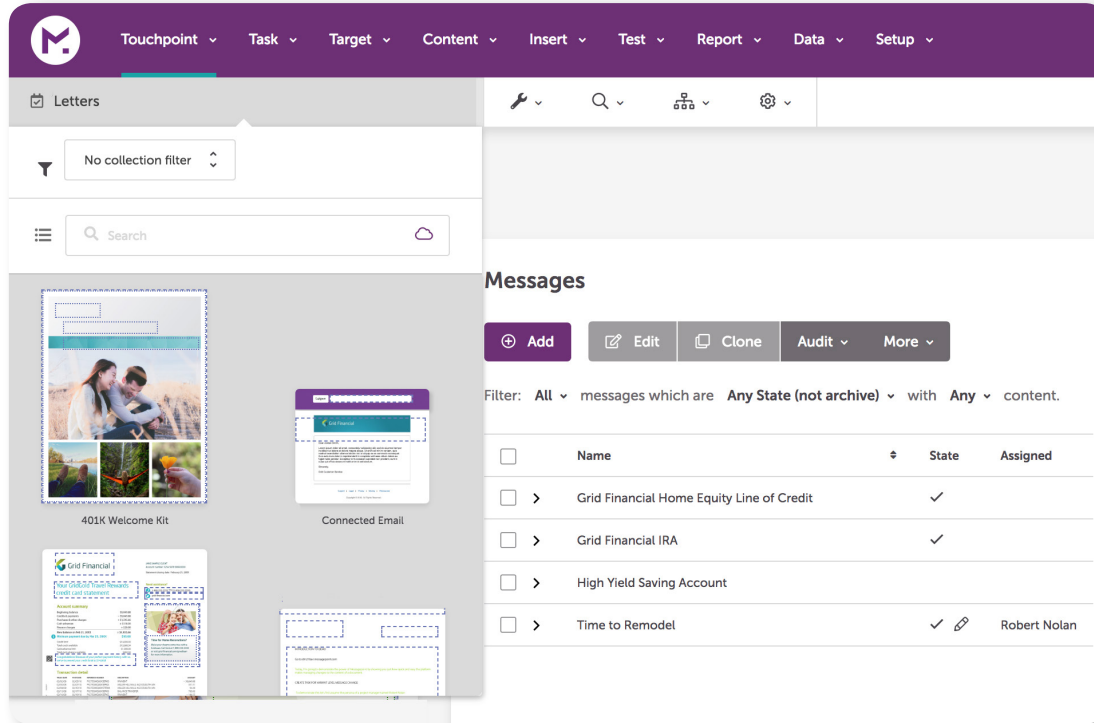
Manage your content intelligently.

Only Messagepoint provides intelligent content management and enables content to be centrally managed and shared across multiple communications. These powerful capabilities dramatically end the cycle of authoring and re-authoring content and ensure consistency and compliance across your library of communications.

Our unique approach enables organizations to efficiently manage content at scale and avoid creating the kinds of redundancies and inconsistencies that plague most organizations.
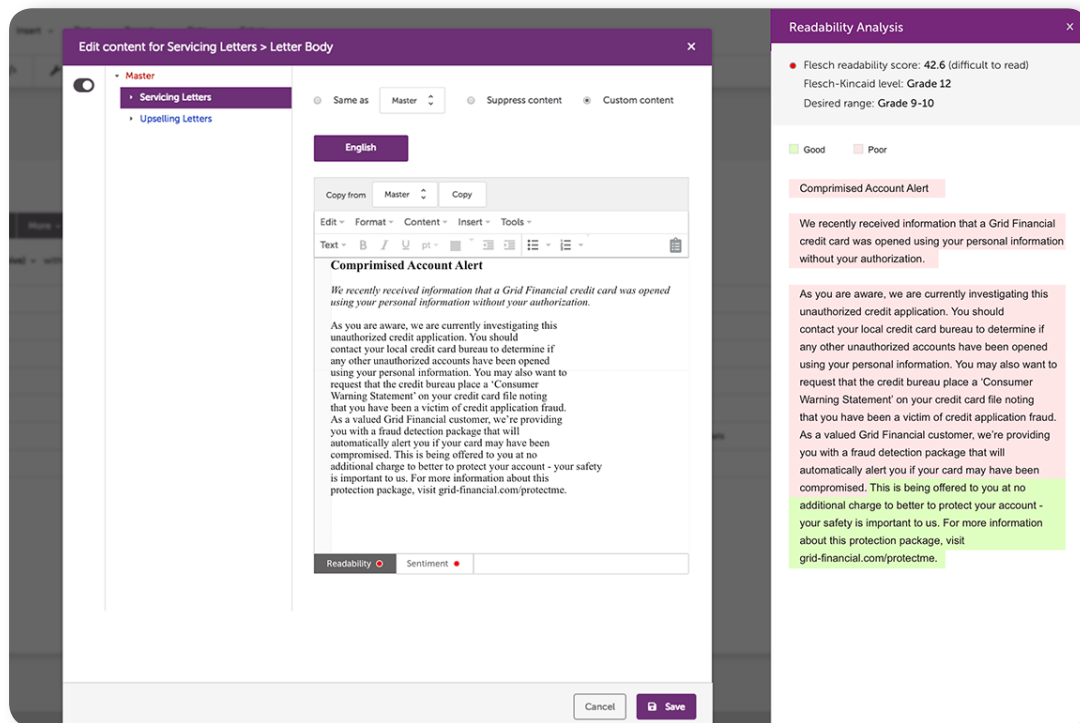
Empower content authors.

With Messagepoint, your marketers, product owners,v and customer experience teams won't have to manage messaging content and targeting rules in spreadsheets and send them to IT for programming. Messagepoint empowers your content authors with hands-on control over creating, editing, and managing content, so you can get your communications out the door faster than ever before.

"Being able to leverage the Messagepoint platform allows us to standardize and improve how client documents are created, maintained and delivered to our clients."
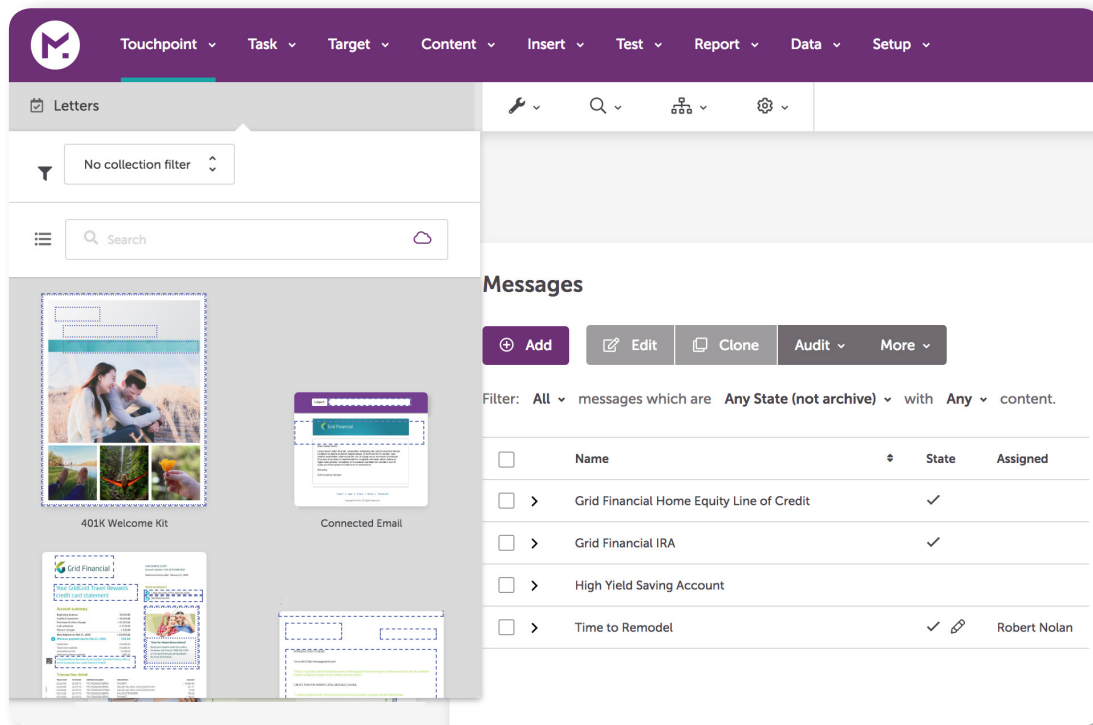
– Laurieann Miller, Director of Client Services, The Co-operators

Create more consistent, compliant content with Content Intelligence.

Messagepoint's new Assisted Authoring capabilities enable you to create better, more consistent, more compliant content. Powered by the Messagepoint Advanced Rationalization and Content Intelligence Engine, MARCIE, these capabilities:
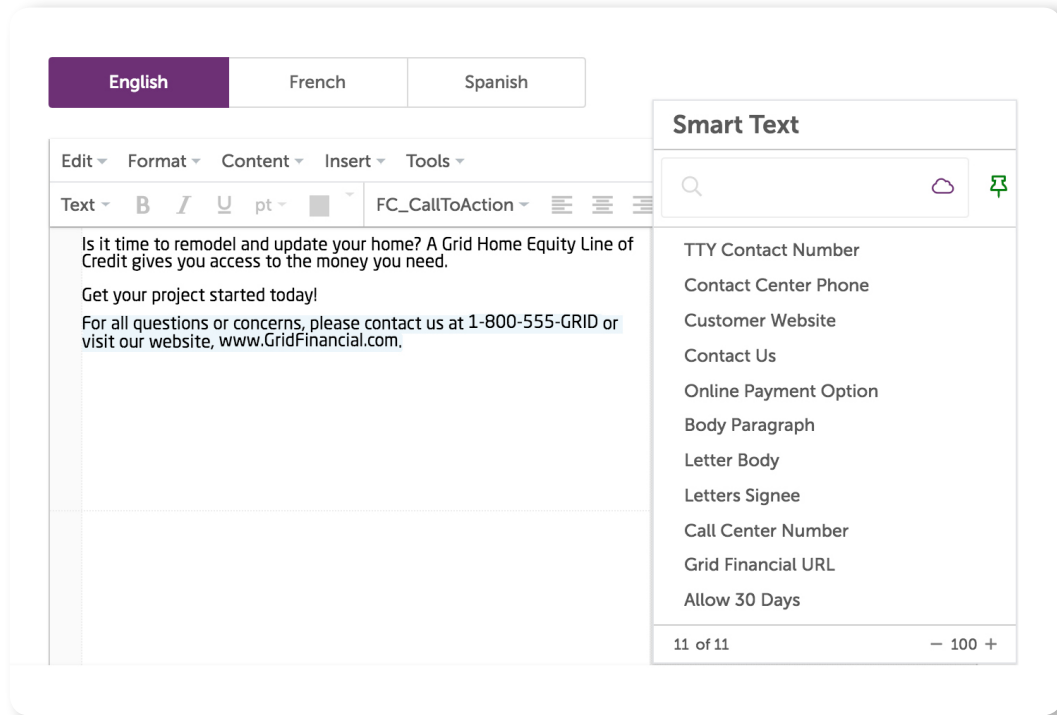
- Identify duplicate and similar content so you can reuse what's already there for increased consistency and efficiency
- Identify the sentiment of your messages so that you can evoke the right emotions from your customers across all channels
- Identify the reading comprehension level of every message using Flesch and Flesch-Kincaid scoring to ensure communications are in compliance

Deliver exceptional customer experiences with highly personalized communications.

Messagepoint makes it easy to achieve advanced levels of personalization using intuitive natural language targeting rules and variables that drive personalized, relevant text and images based on preferences, behaviors, or demographics—and the best part is, you don't have to be a programmer to do it.
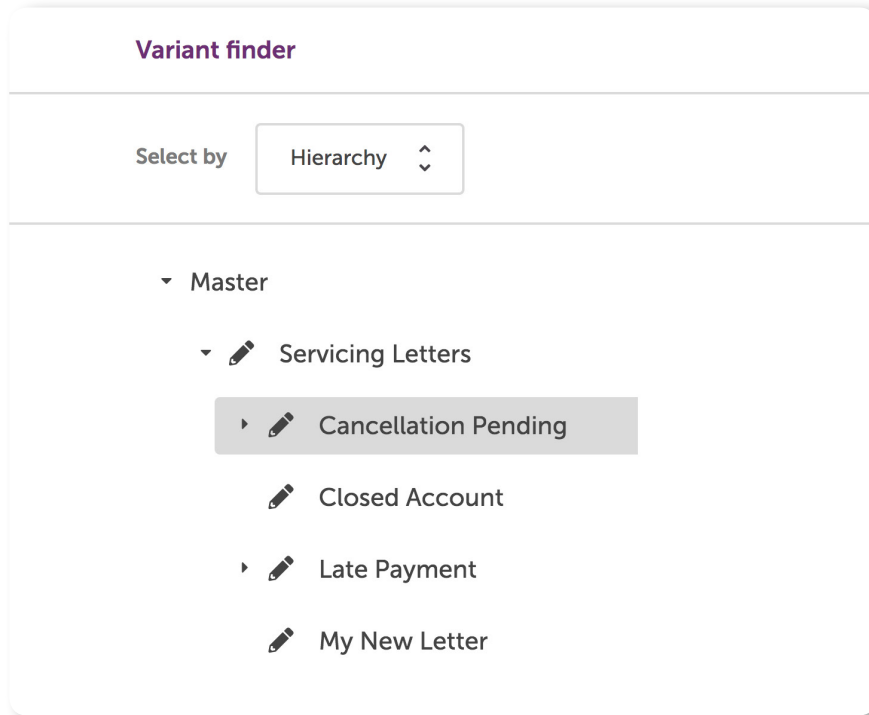
| English | French | Spanish |

Edit ▾ Format ▾ Content ▾ Insert ▾ Tools ▾

Text ▾ B I U pt ▾ ▢ ▾ FC_CallToAction ▾ ≡ ≡ ≡

Is it time to remodel and update your home? A Grid Home Equity Line of Credit gives you access to the money you need.

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Smart Text

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TTY Contact Number
Contact Center Phone
Customer Website
Contact Us
Online Payment Option
Body Paragraph
Letter Body
Letters Signee
Call Center Number
Grid Financial URL
Allow 30 Days

11 of 11   — 100 +
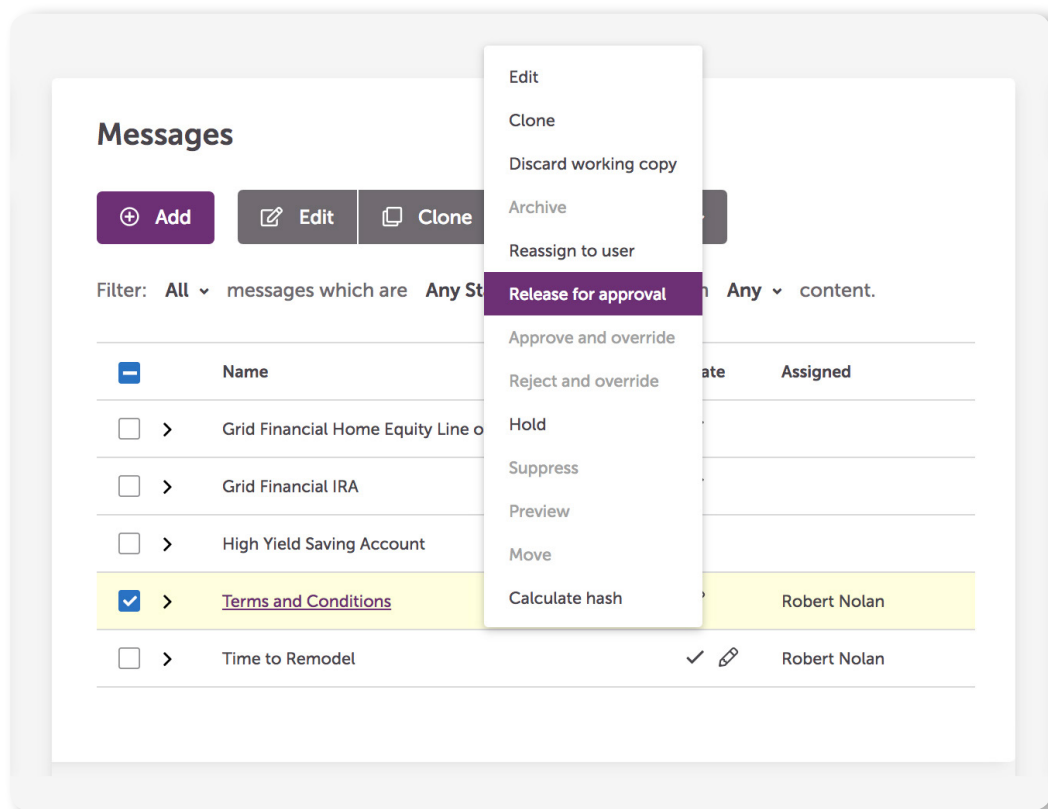
Revolutionize how you manage communications.

Messagepoint's patented Variation Management is absolutely unique, eliminating the need to create, update, and manage many instances of similar documents and templates. Variation Management enables the creation of a master template that shares formatting and content down to its variants and sub-variants of the communication. This inheritance provides a powerful and efficient way to enable rapid creation of similar communications, and streamline the overall management of your communications library while driving personalization.

Variant finder

Select by | Hierarchy ⌄

- ▾ Master
  - ▾ ✏ Servicing Letters
    - ▸ ✏ Cancellation Pending
    - ✏ Closed Account
    - ▸ ✏ Late Payment
    - ✏ My New Letter

Share content for faster changes and greater consistency.

Using Messagepoint's SmartText™, content authors can share content across communications. This not only makes it faster and easier to ensure approved content is used in a communication, but it also enables users to make a change to content once and have the update appear everywhere the SmartText does. Imagine the power of being able to make a change across hundreds or thousands of documents or emails in a matter of seconds.

Ensure compliance.

Messagepoint's unique ability to centrally manage and share content ensures that key content owners (legal, brand managers, etc.) can easily review, update and manage their assigned pieces of content to ensure accuracy, consistency, and compliance.

Print composition connectors

opentext™ | Exstream

quadient
FORMERLY GMC SOFTWARE

M. composition

Digital connectors and integrations

salesforce

SPARKPOST

Clickatell™
Mobile Touch. Multiplied.

Leverage existing technology investments.

Messagepoint provides native composition capabilities, as well as integration options and packaged integrations to legacy CCM tools, including OpenText Exstream and Quadient Inspire, and other digital communications systems such as Salesforce, SparkPost, and Clickatell. These integrations enable you to leverage current investments and delivery infrastructure while making it easy to adopt Messagepoint.

Use Messagepoint for:

- Email communications
- SMS messages
- Letters
- Welcome kits
- Policy packages
- Direct mail
- Customer statements
- Forms
- Mobile and web content
- Benefits packages

Get to digital faster.

You need to be able to communicate with customers through the channels they want. Today, more than ever that often means digital. Messagepoint makes it easy to not only clean up and migrate legacy print communications, but we enable companies to manage print and digital (email, SMS) communications all in one place, sharing content and branding across the channels where appropriate for greater efficiency. The best part is, we can make it easy to ensure your customers receive communications through the channel of their choice.

Workflow history: Congratulations - Pre-Approval - Detailed ✕

Current workflow | Action history

Current Status: Pending Final Approval

1	First Approval
●	Approval from ONE of these users: Robert Nolan Ronald Lewis Ruth Gentle Ryan Berland

⌄

2	Final Approval
●	Pending approval from ONE of these users: Ruth Gentle Sally Winston

Collaborate with your team.

Messagepoint enables you to assign content tasks such as creation, updates, approvals or reviews to others. Workflows can be easily created and customized according to your needs.

Generate batch and one-off communications.

Messagepoint supports one-off transactional requests in-flight, such as a letter or email to a single individual, as well as the creation of large batch job communications, such as direct mail or annual policy updates.

Content History

Name: Time to Remodel	Variant: Upselling Letters
Language: English	Zone/Part: Right text

History	Comparison	Dec 11, 2018 09:16:51 ⟩ Jan 25, 2019 15:14:44
Jan 25, 2019 15:14:44		
Dec 11, 2018 09:16:51		
● Nov 19, 2018 13:25:41		
● Nov 05, 2018 09:34:07		
● Nov 01, 2018 10:52:09		
Oct 29, 2018 15:19:56		

Is CUST NAME XXXXXXX, is it time to remodel and update your home? A Grid Home Equity Line of Credit gives you access to the money you need, when you need it most. Grid Financial HELOC gives you:
• No title insurance fees for credit lines less than $250,000.
• No pre-payment penalty.
• a revolving line and you can pay interest only on the amount you borrow.
• Easy advances - you can write a check or make a wire transfer.
• Guidance from one of our Mortgage Experts to help you set up and manage your account
Get your project started today!

For all questions or concerns, please contact us at 1-800-555-GRID or visit our website, www.GridFinancial.com.

Manage versions and compare history.

Messagepoint stores older versions of your messages, so you can easily retrieve and compare content to determine what additions, deletions, and style changes happened between versions, taking the guesswork out of what changed and when. In addition, start and end dates can be set for individual pieces of content to enable users to set up, test, and approve content in advance of it being used, such as for a time-sensitive offer. When the qualifying dates are true, the new content will appear in your communications.

Proof and test in real-time — without the need for IT.

Users can quickly proof what they have created and get an exact rendition of what will be produced in production by leveraging sample data to validate that the rules are targeting the right individuals.

Real customer results

Time to create new communications

26 WEEKS DOWN TO 1

Get documents out the door faster.

Dramatically reduce cycle times by putting control into the hands of content authors where it belongs.

Changes required to update a logo

332 CHANGES DOWN TO 1

Share content for quicker changes.

Centrally manage common content, making an edit once and applying it globally. And never update the same piece of content over and over again.

Email templates to manage

90 TEMPLATES DOWN TO 1

Reduce time spent managing templates.

Cut down the time and effort required to manage templates with master templates that share structure and content on the variant and sub-variant level.

Other solutions in the Messagepoint Platform:

Messagepoint Rationalizer ADD ON

Your road to better content.

Leverage analytics to expose the inconsistencies, outliers, and outdated content that is negatively impacting your CX. Messagepoint Rationalizer helps you clean up and consolidate your content to make your communications inventory more effective, consistent, and easier to manage.

Messagepoint Connected ADD ON

Build better customer relationships by equipping front-line teams with approved communications.

Using Messagepoint Connected, front-line workers can quickly and easily request and personalize customer-focused communications and put them into production—without needing to involve IT.

Messagepoint Touchpoint Exchange ADD ON

Share communications and templates across the exchange.

Publish and subscribe to templates and communications within your own corporate exchange or download standard layouts from the Messagepoint Touchpoint Exchange, enabling you to streamline authoring and enforce standards.

Chosen by leaders across the globe.

2 TOP U.S. **P&C COMPANIES**

2/4 TOP **LIFE INSURANCE COMPANIES**

2/5 TOP U.S. **HEALTH PAYERS**

Messagepoint is used by industry leaders in financial services, insurance, and healthcare. If you aren't using Messagepoint, it's time to ask yourself—why not?

To learn more about Messagepoint®, email us at info@messagepoint.com, or visit messagepoint.com.

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