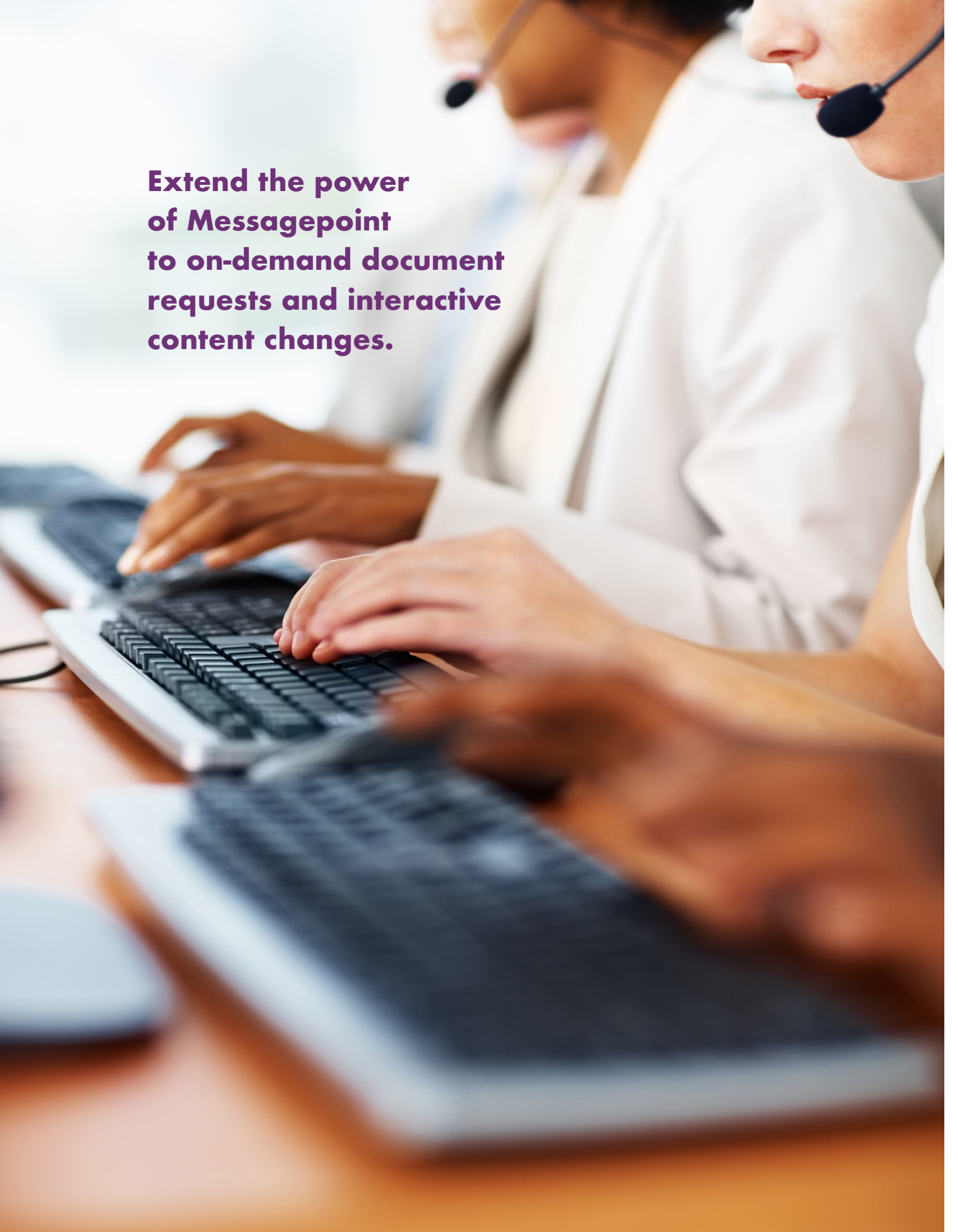




Messagepoint Connected



A photograph of several call center agents sitting at their desks, wearing headsets and typing on keyboards. The image is slightly blurred, focusing on the hands and keyboards in the foreground. The background shows other agents in a similar setting.

**Extend the power
of Messagepoint
to on-demand document
requests and interactive
content changes.**

Messagepoint Connected

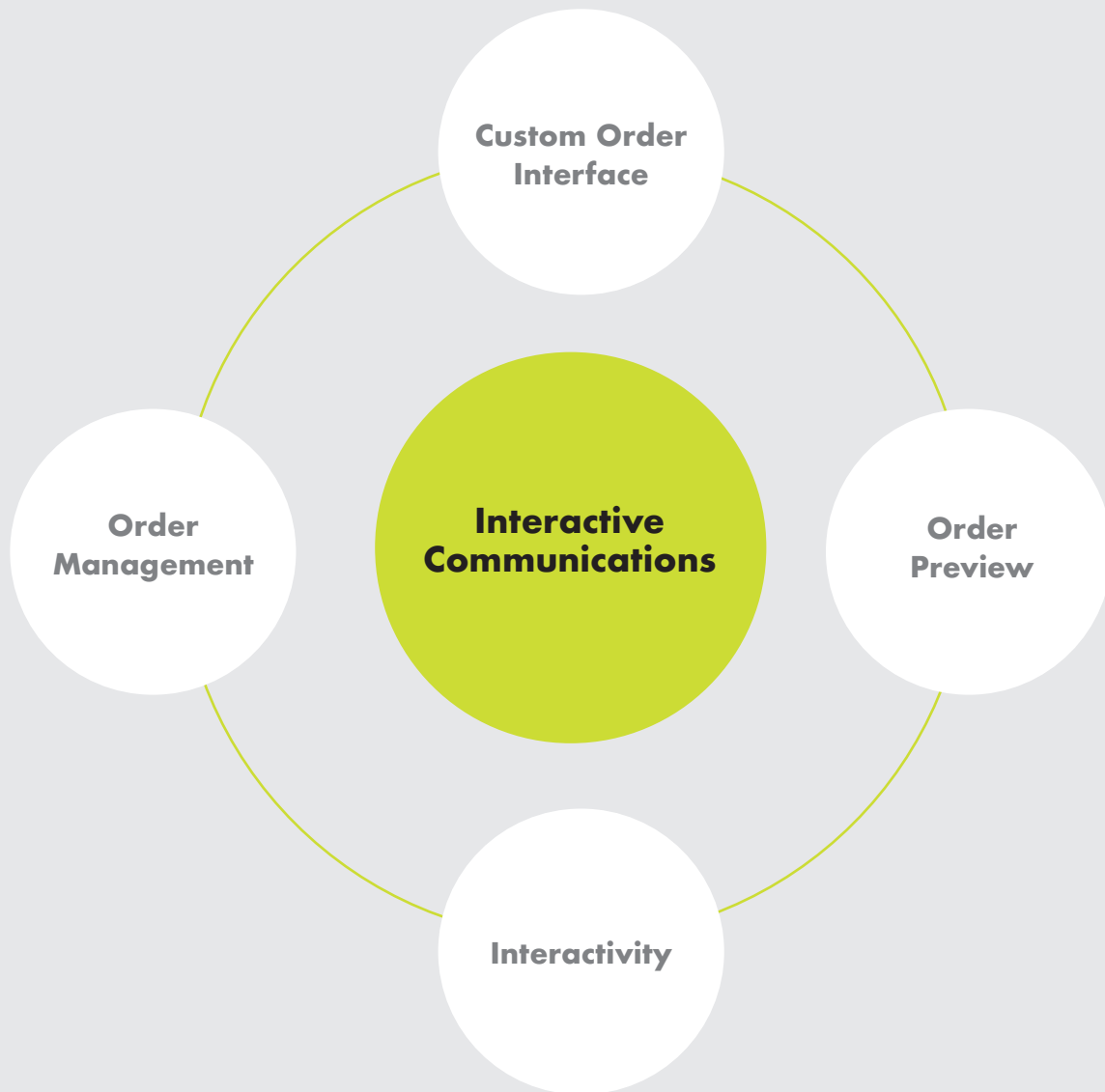
Messagepoint Connected is a cloud-based, interactive, and on-demand touchpoint requesting tool designed specifically for business users and frontline workers. It gives them the freedom to quickly and easily request, edit, and modify customer-focused communications that were created and managed by document authors within the Messagepoint platform.

Messages created by Messagepoint Connected users can be immediately included in your business-critical batch and transactional communications. The messages can be put into production without the need to involve IT.

As an extension to Messagepoint, Messagepoint Connected offers additional benefits, such as:

- Extends the value of Messagepoint as your central facility for managing customer touchpoints across print and digital channels.
- A single system of record for managing and generating one-off document requests.
- Exposes controlled interactive editing experience to customize content as required.
- A customizable cloud-based document ordering interface to support your data requirements per touchpoint.

Connected Solution Components



Messagepoint use cases

What Messagepoint Connected can do to help



Example 1:

A call center representative requests that a letter be sent out based on a call or interaction with a customer.

Request a one-off communication to a specific recipient based on a template with specific recipient-level variable content.

Messagepoint Connected provides the opportunity to interactively populate content at the time the request or order is made. This can be done using pre-approved content libraries or authored on-the-fly.



Example 2:

An insurance agent requests that 200 welcome kits be printed with recipients' contact information and a welcome message recipients can author themselves.

Request to print numerous identical documents based on a template with no recipient-specific variable content.

The document requestor would simply ask for the document they require and enter the number of copies of the document they want printed.

There may be an opportunity for some content to be populated at the time the request or order is made (from content libraries or authored on-the-fly), but these would be common to all the documents produced.



Example 3:

A car-dealer marketer creates a mailer to go out to a set of 5000 recipients based on data they have purchased and can populate all of the graphics and text that appear on the piece.

Request to print a document where most or all content is populated at the time the request or order is made.

The Messagepoint Connected user(s) in this example have some complex customization requirements for their communications. Content for these documents can be sourced from pre-approved content (for example, images and Smart-Text™ objects) or can be populated interactively on-the-fly, or even some combination of both. Communications may or may not have specific recipient-level variable content.

How Messagepoint Connected works

1



Select

User selects from a predefined list of documents

2



Edit (optional)

User adds custom content only where permitted

3



Review

User reviews PDF proof or email

4



Approval

Order request is sent to an authorized approver for validation

5



Process

Approved order is placed for one-off or batch processing and sent

Messagepoint®

Batch Communications and Touchpoint Inventory

Authors and Editors (CCM professionals)

- Manage content and inventory of touchpoints
- Manage day-to-day changes of core content
- Manage business rules for content qualification
- Author and approve touchpoint content for production

Messagepoint®

Connected

On-Demand Communications

Touchpoint Requestors (frontline workers)

- Request specific touchpoint types based on need
- Modify touchpoints as needed or as permitted at point of request
- Submit modified touchpoints for production processing and delivery to a customer



To learn more about Messagepoint® Connected, contact us at 1-800-492-4103, or visit messagepoint.com.

