messagepoint®

Optimizing your customer communications for a better customer experience

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

Research from leading analysts 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 managed 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. 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.
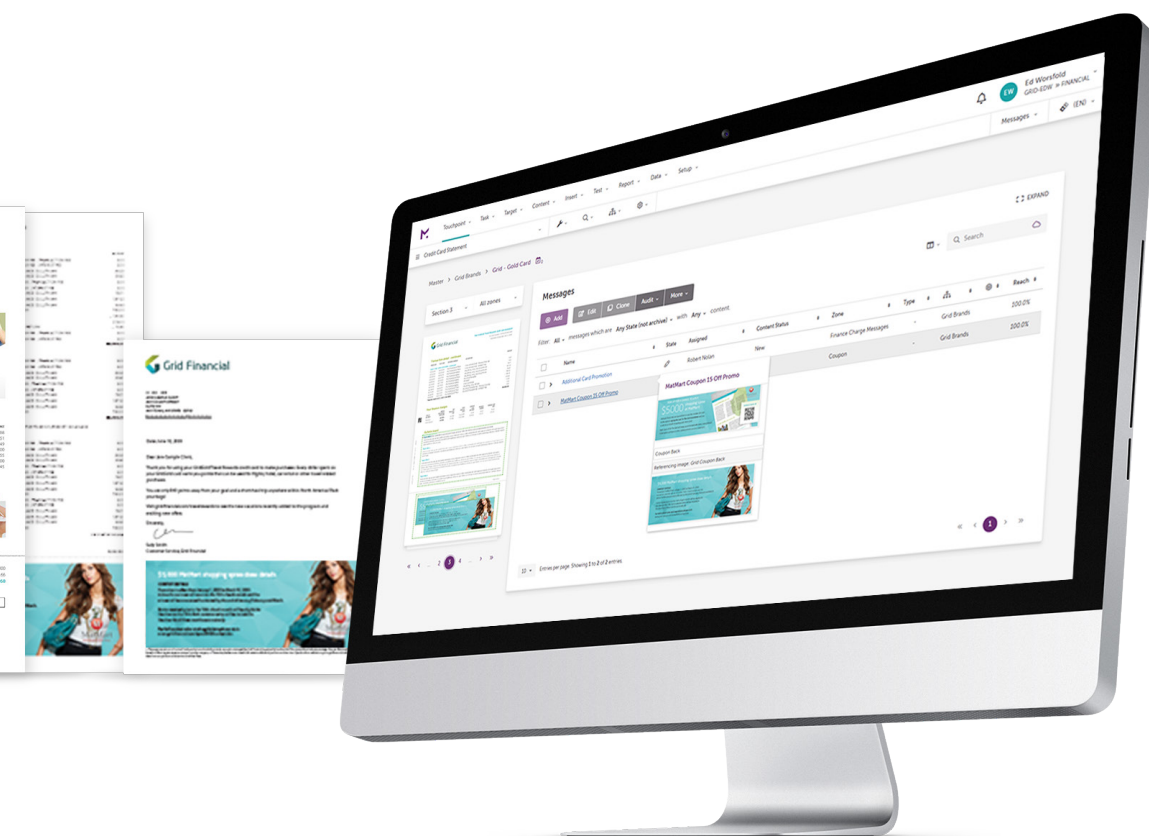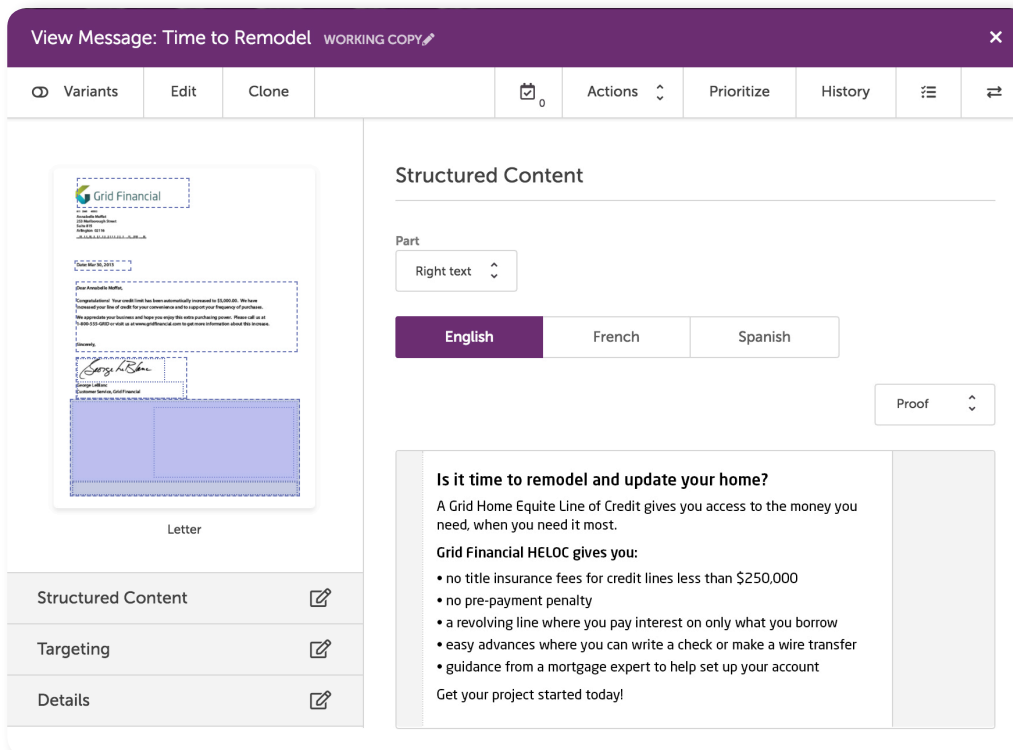
Manage your content intelligently

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.
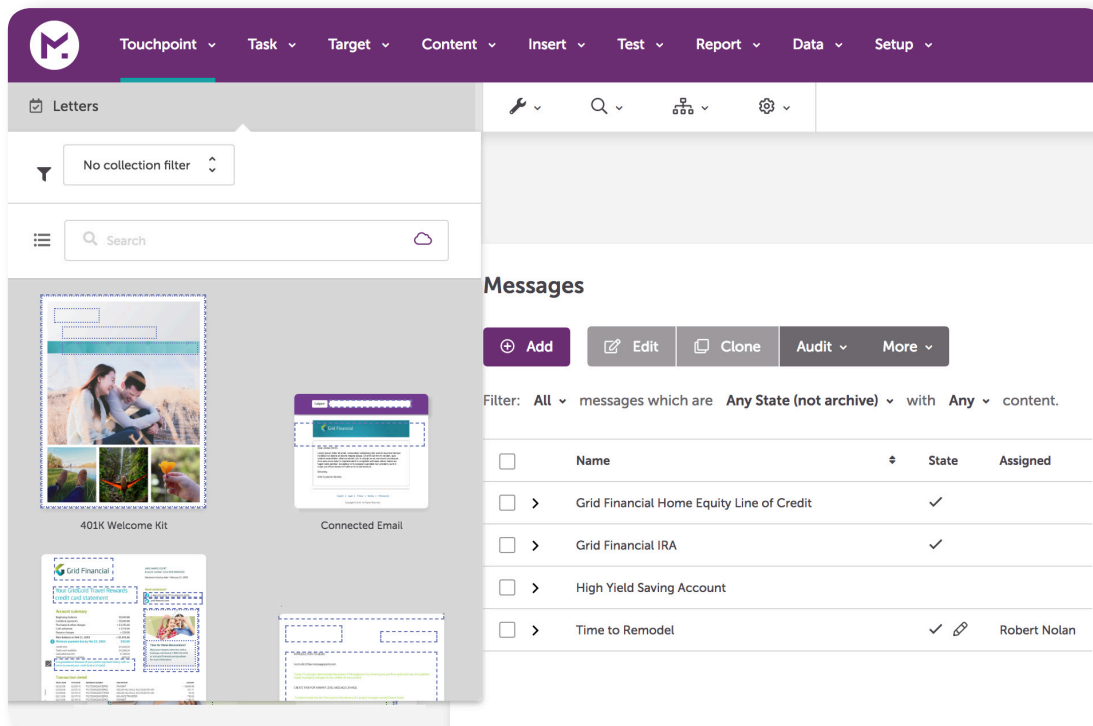
Empower content authors

With Messagepoint, your marketers, product owners, 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
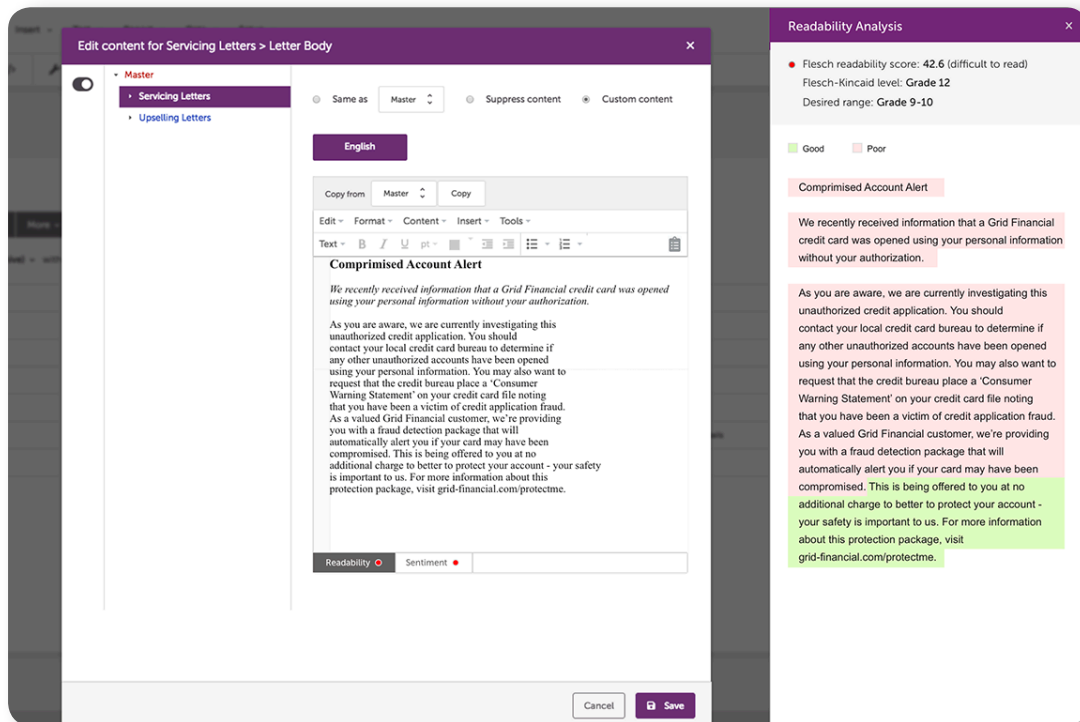
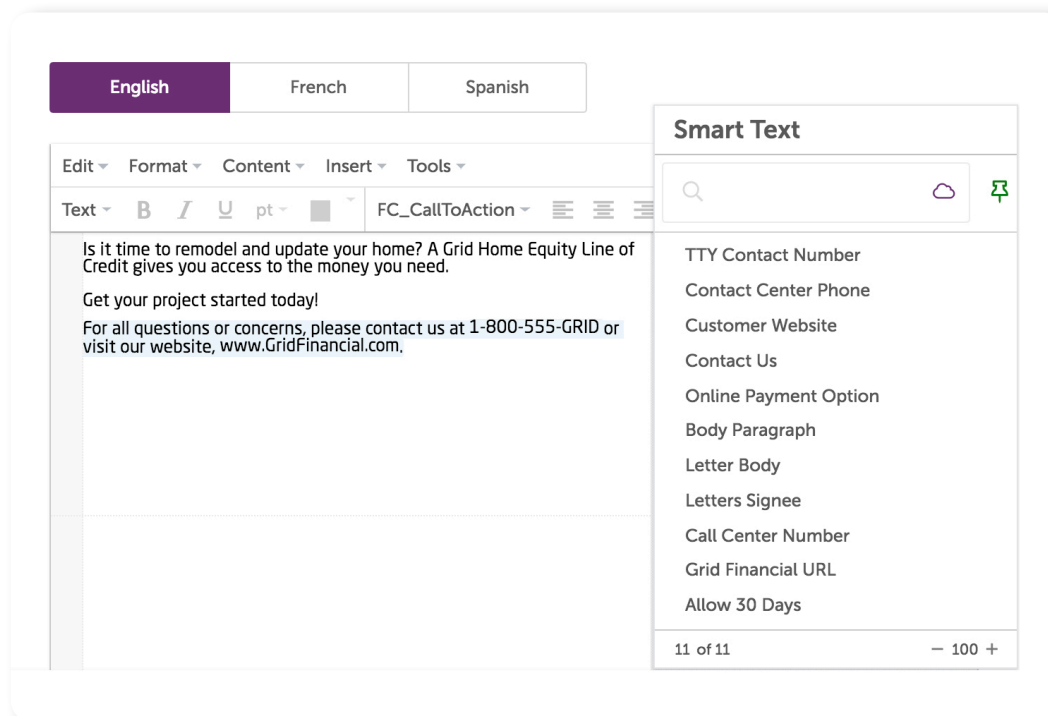# Create more consistent, compliant content with Content Intelligence

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 enable you to:

- 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.
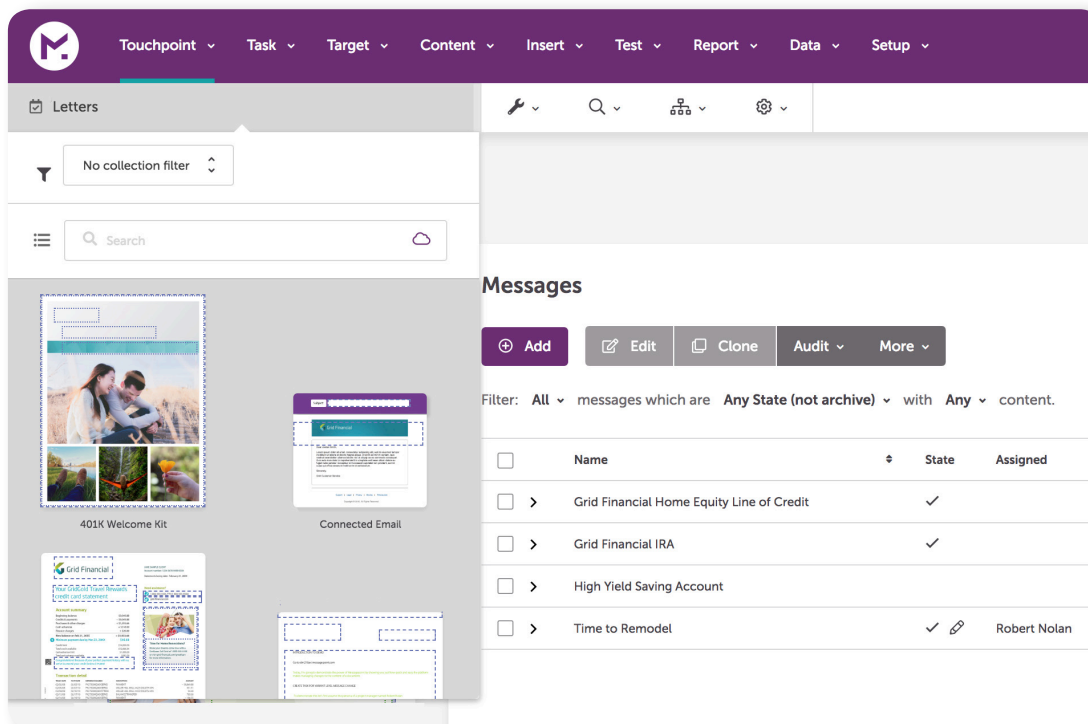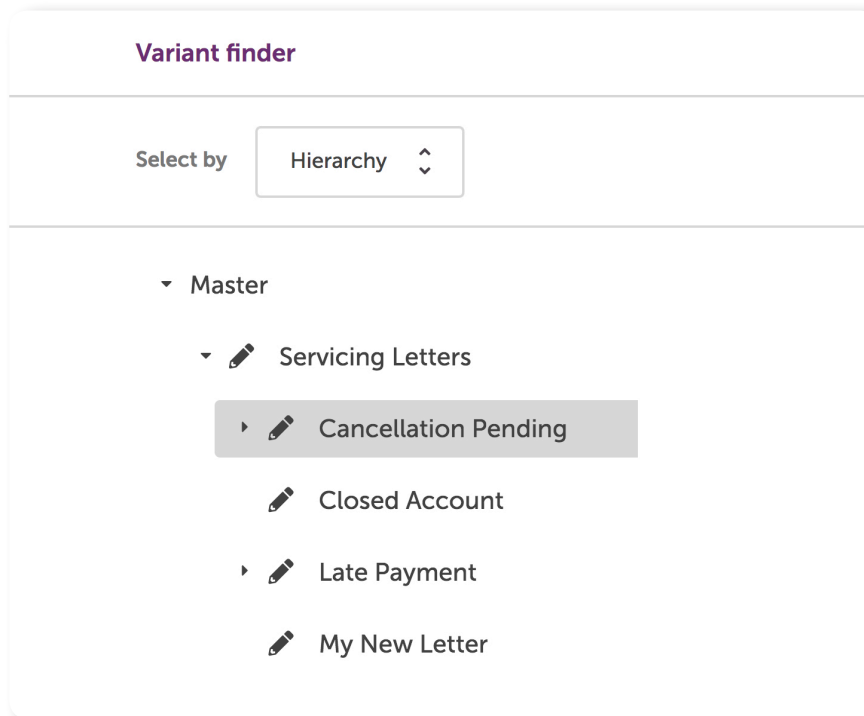
Deliver exceptional customer experiences with highly personalized communications

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 |

Smart Text

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 +

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.

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.

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 to 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.
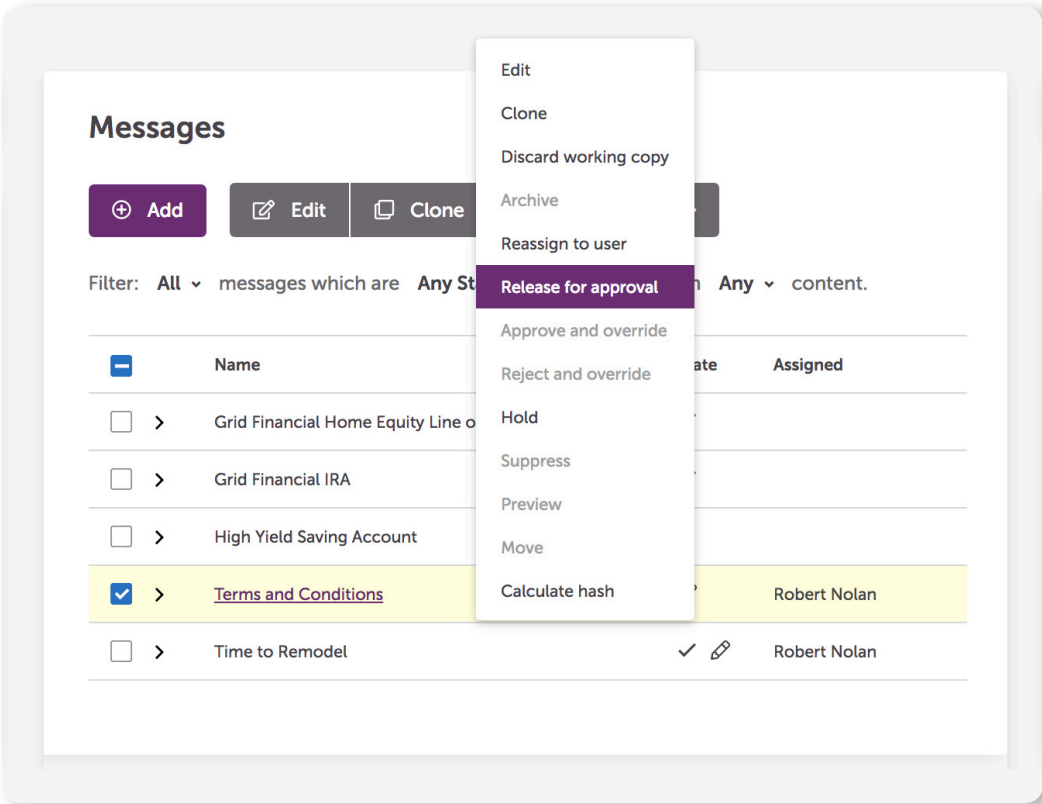
Ensure compliance

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™ | Extream

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 integration. 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.
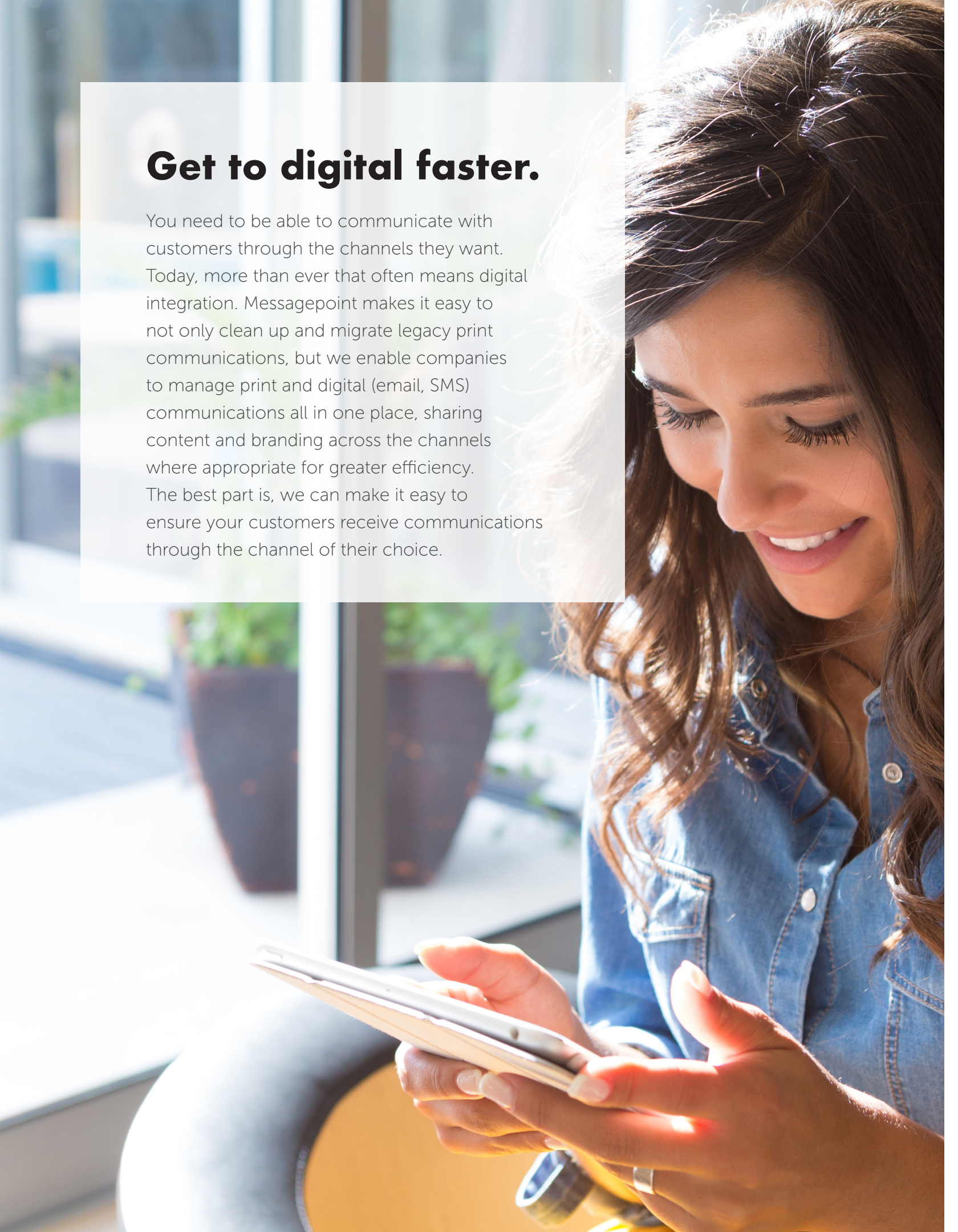
Workflow history: Congratulations - Pre-Approval - Detailed ✕

| 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.

Edit Order

| Interview | Save & Proof | **Save** | Cancel |

▶ Proof 🔍

Interactive Content ⬤

A Letter Body

Order

Policy Number
3009552351

Tags
None

Counselor
George LeBlanc

Letter Type
Upselling

Upselling Letter
MBI Quote

📄 Page 1

Grid Financial

John Smith
1001 E Washington Ave
Madison WI 53703-2938

||..u|.|d||....d|.d||..d.||....d.|

✏️
A Letter Body

Dear John Smith,

We would like to take the opportunity to offer special coverage that Grid Insurance encourages for new vehicles. Mechanical Breakdown Insurance covers a vehicle for physical damage and mechanical breakdowns that occur within seven-year or 80,000 miles. This coverage includes a $50 glass damage deductible and a $250 deductible that applies to faulty transmission or air conditioners. Below is a quote for adding MBI to your 2016SCIONIM - JTNKARJE7GJ510365

Current six-month premium: $750
Cost of MBI per month: $20
Six-month premium including MBI: $870

Sincerely,
Grid Customer Service

George LeBlanc

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

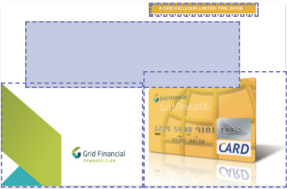Name: Time to Remodel   Variant: Upselling Letters

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 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.

Assigned To
n/a

Edited
Jul 18, 2016 12:45 PM

Structured Content

| English | Spanish |

Data

Request English proof

View proof – Dec 17, 2018 12:19 PM

View proof – Dec 17, 2018 10:12 AM (Stale)

Outside Back

Congratulations!

You have been pre-approved fo... ...wards card

Take advantage of this offer until December 31, 2016 to earn even more rewards and receive offers specially designed for you!

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 are 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 frontline teams with approved communications.

Using Messagepoint Connected, frontline 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.

M. messagepoint®