



# Messagepoint Rationalizer

Clean up your content to improve your customer experience





## Get your content in order.

Most organizations have no idea how inconsistent their customer communications are and the negative impact this has on the customer experience.

Hidden within a library of customer correspondence, servicing communications, and marketing materials is content that violates brand standards, is out of compliance with regulatory requirements, and contains inconsistent messaging—all of which lead to customer confusion.

That's why we built Messagepoint Rationalizer.



Compare result content by similarity

▶ Minimum similarity threshold 80% to 100% applying *Edit Distance*

Expand all results Report ⌵

+ Expand all results Order Content (a to z) ⌵

⌵ As a valued Grid Financial customer, we want to ensure that you are receiving the best financial services possible. In order to improve the quality of our services we have made some agreement changes to your account. Please read below for important details.

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Content

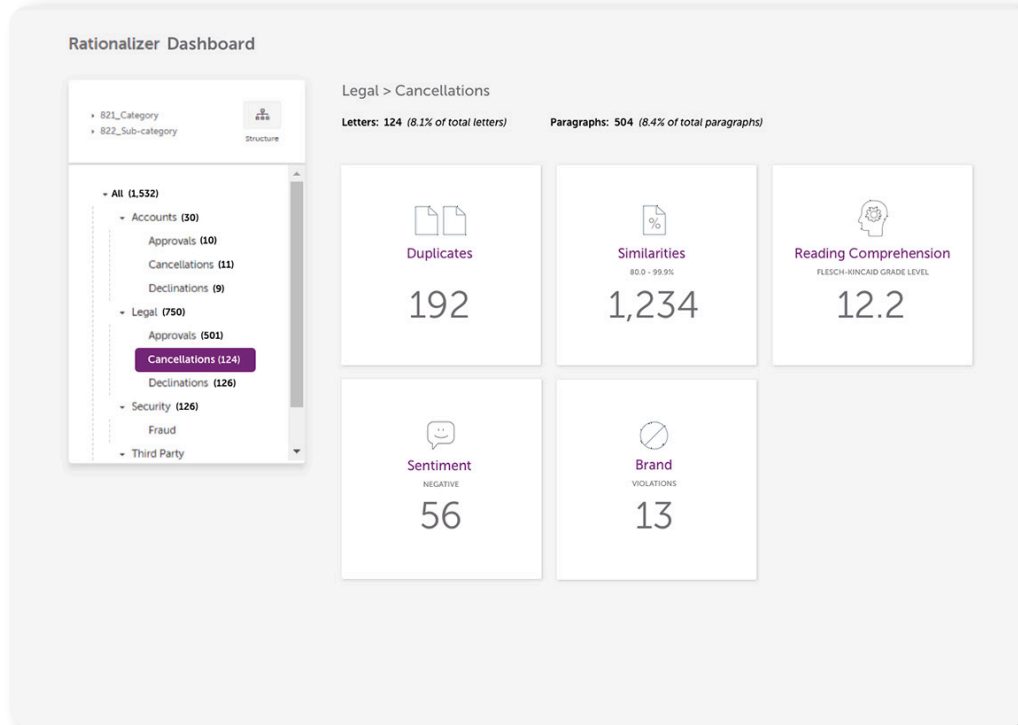
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Letter 13	>	As a valued Grid Financial customer, we want to ensure that you are receiving the best financial services possible. In order to improve the quality of our services we have made some agreement changes to your account. Please read below for important details.	100.0%
Order: 5		<hr/>	
Letter 14	>	As a valued customer of Grid Financial, we want to ensure that you're receiving the best financial services possible. In order to improve the quality of our services, we have made some agreement changes to your account. Please read below for important details.	99.2%
Order: 5		<hr/>	
Letter 15	>	At Grid Financial, we want to ensure that you are receiving the best financial services possible. In order to improve the quality of our services we have made some agreement changes to your account. Please read below for important details.	95.5%
Order: 5			

## Rationalize your content with the power of AI

Powered by the Messagepoint Advanced Rationalization and Content Intelligence Engine (MARCIE), Messagepoint Rationalizer enables your content experts to clean up content inventories. Messagepoint Rationalizer analyzes your inventory of communications to identify opportunities to consolidate duplicate and similar content, while also eliminating brand, sentiment, and reading level inconsistencies and errors that negatively impact your customer experience.

By using Messagepoint Rationalizer to establish a framework for standardizing and controlling your documents, you'll be able to fully leverage Messagepoint's intelligent content management capabilities—so you can deliver more accurate, on-brand, consistent, and personalized communications to your customers, every time.

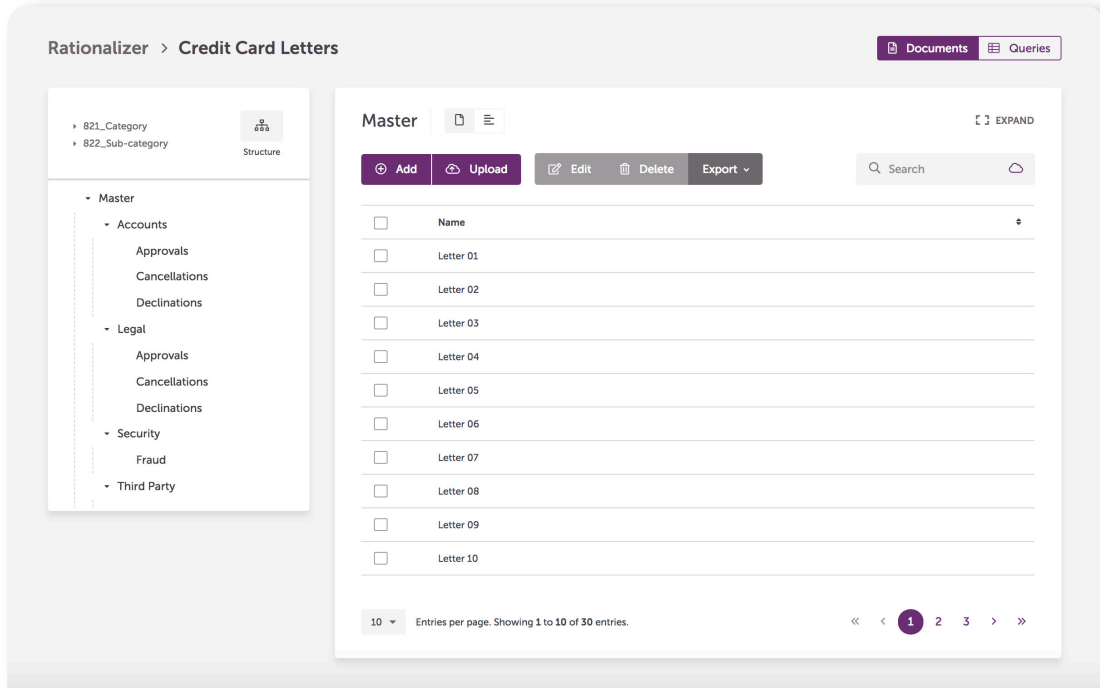


## Visualize your content

Through the rationalization process, the Messagepoint Rationalizer dashboard gives you detailed insights about your corpus of communications including:

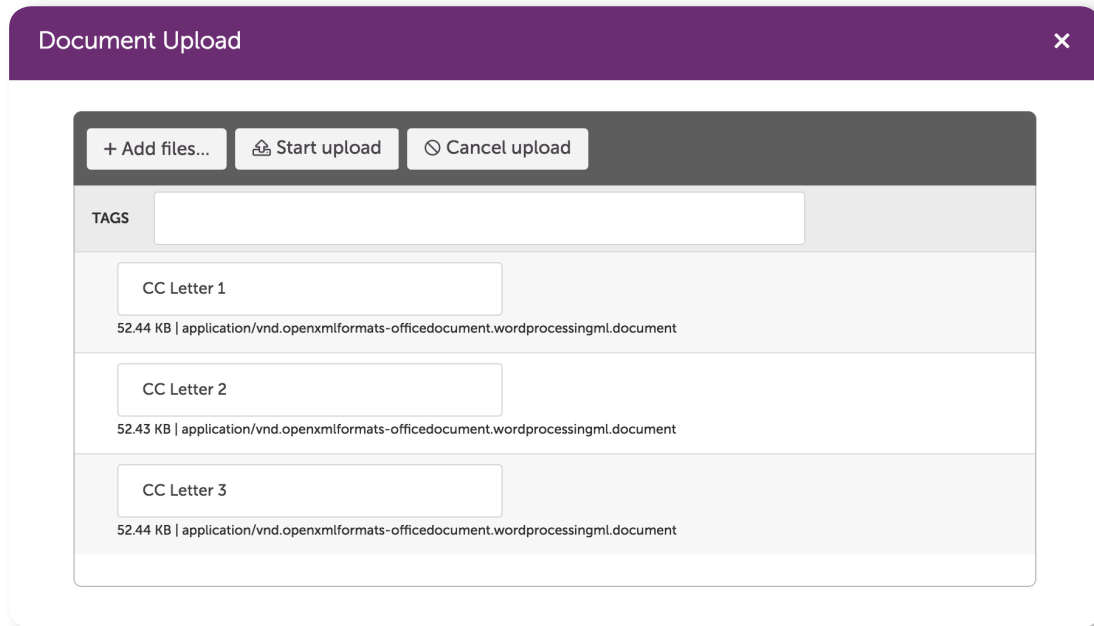
- the number of duplicates,
- similar content,
- average reading comprehension levels (according to Flesch-Kincaid scoring),
- brand violations, and
- messages with negative sentiment.

Drill-down reports into each of these areas reveal actionable insights for cleaning up, standardizing, and consolidating content.



## Take full advantage of Messagepoint's intelligent content management

By using Messagepoint Rationalizer to establish a framework for standardizing documents and sharing content, you'll be able to fully leverage Messagepoint's intelligent content-management capabilities. This will enable you to deliver more accurate, on-brand, consistent, and personalized communications to your customers, every time.



## Prepare for migration from legacy platforms

Messagepoint Rationalizer can handle documents of any type, enabling you to take content libraries from legacy platforms, understand what's in those libraries, and prepare for moving to Messagepoint.



# How it works

The analytics within Messagepoint Rationalizer surface patterns in your content, providing content authors with the power and insights they need to understand what exists across their library of communications, make informed decisions, and ultimately clean up their content inventory.

## 1 Ingestion

The customer identifies the content they want to rationalize and the appropriate parameters are defined that will be targeted for analysis. Content is then ingested into the system.

## 2 Analysis

Analysis leveraging different metadata parameters and similarity thresholds is completed.

## 3 Results review

Analysis results reveal details about the content, including inventory summary details, patterns, and outliers.

## 4 Consolidation and plain language rewrites

Based on the analysis results, it then falls to the content experts—guided by the Messagepoint services team—to take action to clean up, standardize, consolidate and possibly even rewrite content in plain language for greater clarity.

## 5 Content implementation in Messagepoint

Post-cleanup, your content and document inventory are optimized to take advantage of Messagepoint's intelligent content management capabilities.

# Using Messagepoint Rationalizer to optimize your use of Messagepoint

Beyond cleaning up your content to create better customer communications, Messagepoint Rationalizer enables content authors to identify how to best leverage the unique content-sharing capabilities of the Messagepoint platform.

Messagepoint Rationalizer identifies duplicate and redundant content that can be consolidated and managed as a shared block of content across multiple communications within Messagepoint. Organizations can use the SmartText feature of Messagepoint to centrally create and manage common pieces of content such as corporate logos, 1-800 numbers, salutations, "contact us" calls-to-action, promotional text or graphics, standard legalese, standard product descriptions, and more.

By centrally managing all content, you can update that single piece of content when required and have it automatically populate across all the communications in which it appears. This dramatically reduces the complexity and time associated with managing content and change.

In essence, Messagepoint Rationalizer identifies the opportunity to reduce the number of content objects that need to be managed, making it not only easier to migrate off legacy systems, but also to manage content on an ongoing basis.



## Typical results

1,000 letters x 10 paragraphs each  
= **10,000** paragraphs

**RATIONALIZED**

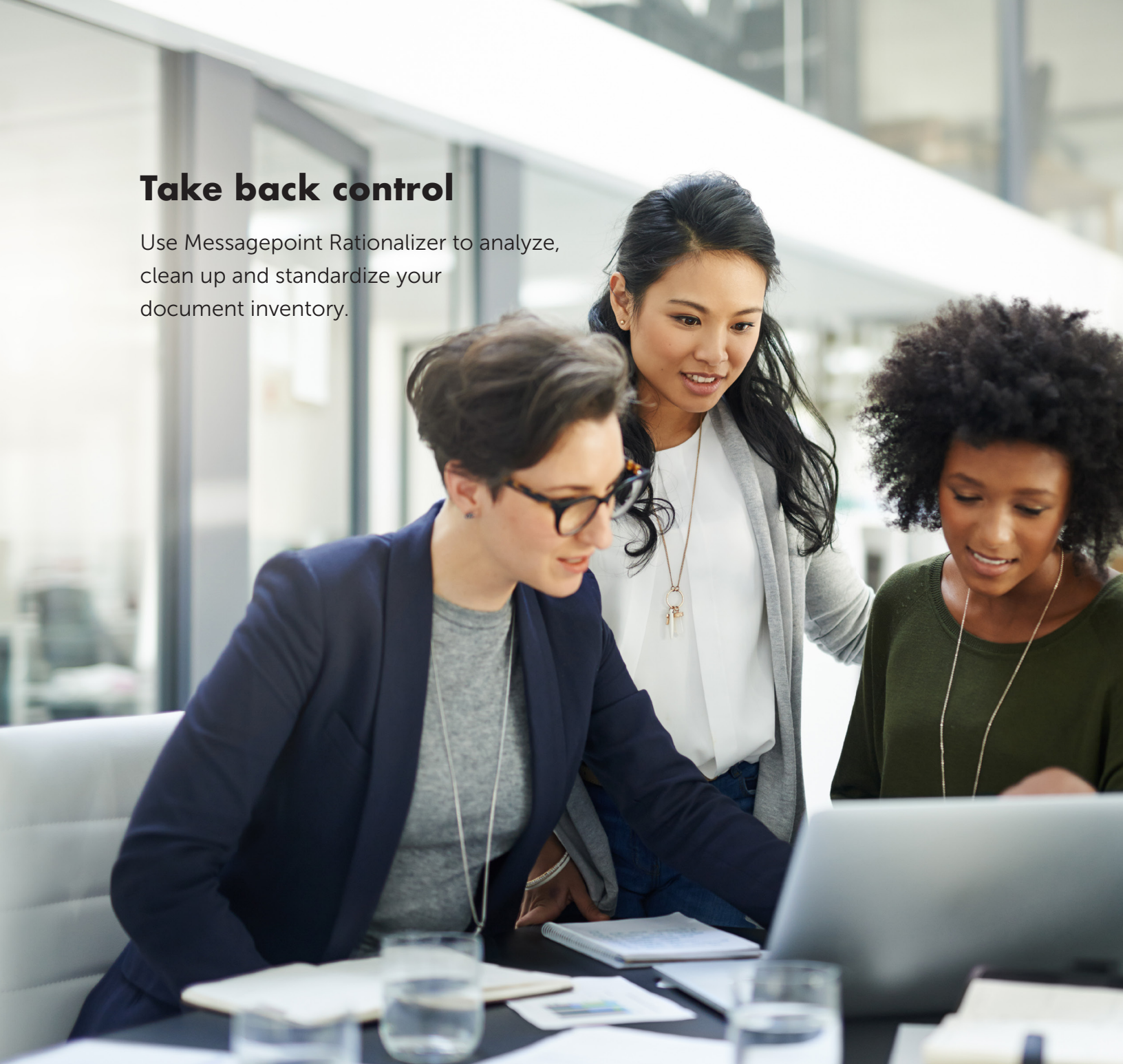


**3,000** content objects

In typical letter applications, the conversion effort can be reduced by **about 70%**.

## Take back control

Use Messagepoint Rationalizer to analyze, clean up and standardize your document inventory.



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

