

## Streamline the management of regulated customer communications and documents

The accelerated pace of change and increased fines associated with regulatory disclosures for banking and financial products is forcing organizations to rethink how they manage customer communications. While disclosure violations may result in fines that total millions of dollars, the complexity of managing these requirements also leads to excessive costs and slow time to market for communications and products, particularly for wealth management and lending products.

Most organizations rely on fragmented, processes and legacy systems for managing both communications and disclosure content, leading to:

**Costly, redundant work** managing hundreds of duplicate communications templates that contain small variations for product, regional and language differences across multiple communication channels and systems, slowing time to market and inflating costs.

**Fines due to errors and omissions** from maintaining the same disclosure content in disparate communication templates.

**Slow change cycles** due to reliance on IT and 3rd party service providers to manage materials and updates.

**Inconsistency across channels** with print, email and online content being managed in disparate systems.

**Missed deadlines for changes** imposed by regulatory agencies.

All of these challenges can be solved by modernizing how regulated communications and disclosures are managed.

### Messagepoint enables communications teams to:

- Reduce time to market and change cycles from months to days
- Reduce cost of changes by 70%
- Reduce risk of errors and non-compliance
- Increase consistency across omni-channel communications

## Modernize customer communications management with an intelligent content hub

Messagepoint transforms the way you manage your customer communications — to free you from the grind of regulatory disclosure changes. Acting as an intelligent, centralized content hub for all your communications and disclosure content, Messagepoint's customer communication management solution simplifies and streamlines the process of managing disclosures across product variations, channels and various communications.

### Empower business authors and reduce reliance on IT and service providers.

Marketing and operations teams get hands on control to complete the work with greater accuracy and in just a fraction of the time.

### Create a single point of change for updates with intelligent content sharing.

Centrally manage and share content across multiple communications, templates and channels to dramatically reduce time to market, simplify change management and ensure consistency and compliance.

### Eliminate duplicate templates for product, language, and regional variants to reduce complexity.

Patented variation management can reduce hundreds of templates under management down to one while still enabling the variations, personalization and targeting you need.

## Centralize content for omni-channel experiences to drive consistency.

Messagepoint makes it easy to manage the content driving print and digital (email, SMS, Web) communications all in one place, sharing content and branding across the channels, where appropriate, for greater efficiency.

## Harness the power of AI to improve content sentiment, reading levels and brand alignment.

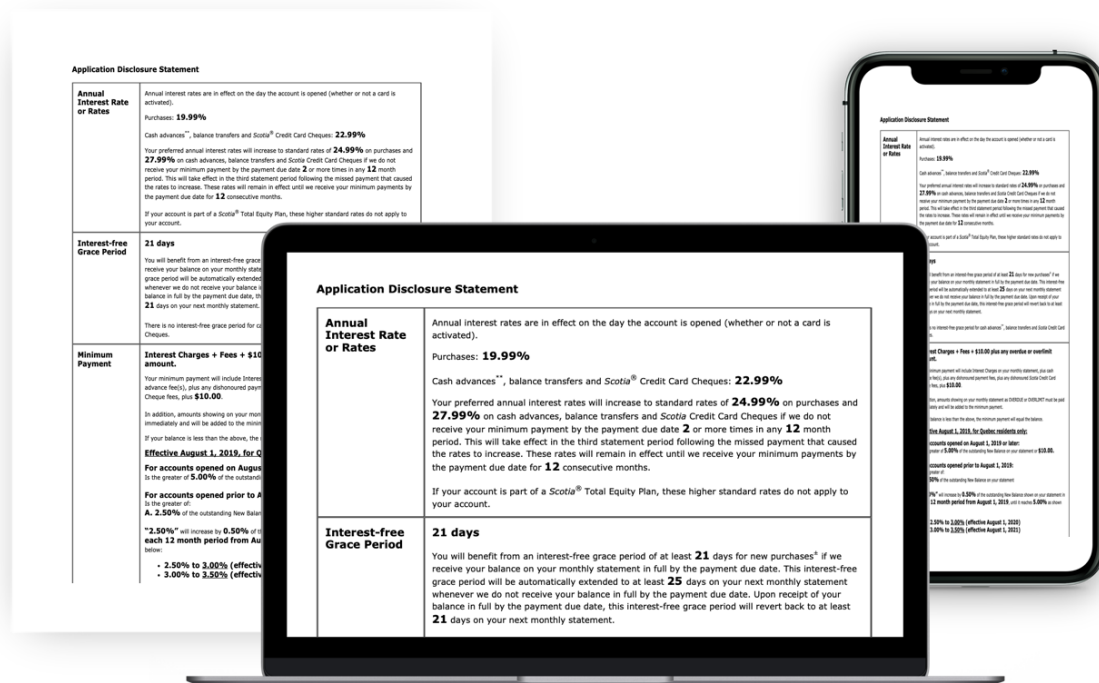
Assisted Authoring capabilities enable you to create better, more consistent and compliant content.

## 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.

## Ensure compliance with integrated approval workflows.

Enable key stakeholders to proof, approve, and record edits to ensure accuracy and compliance.



As the pace of regulatory change continues to increase, the benefits of modernization extend beyond the obvious efficiencies and enable your organization to be more agile in a competitive market. Can you really afford to maintain the status quo?

Contact us contact us at 1-800-492-4103, or visit [messagepoint.com](https://www.messagepoint.com).