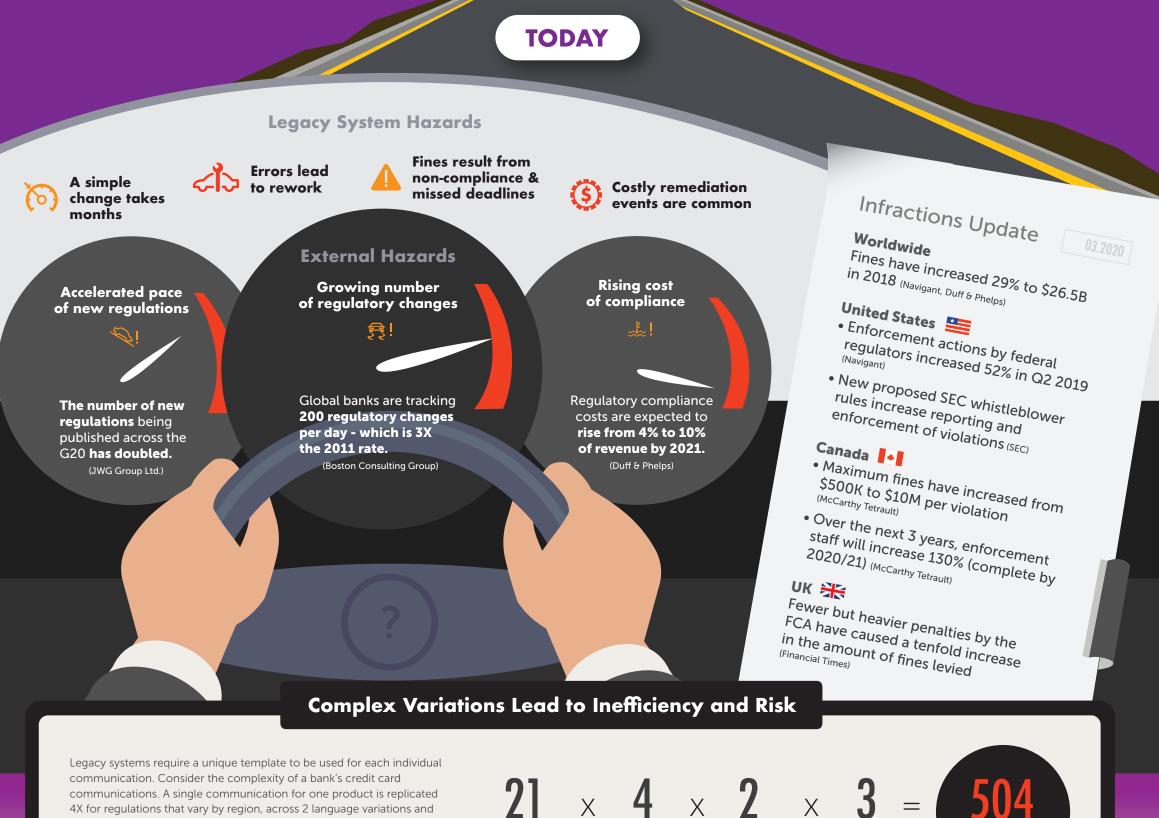
Navigating the Complexity of Regulated Customer Communications

For financial services organizations, the regulations surrounding customer communications create significant challenges and barriers for marketing and servicing teams. The legacy systems and manual processes they use to manage these communications and regulated content simply aren't able to effectively address the issues.



communications. A single communication for one product is replicated 4X for regulations that vary by region, across 2 language variations and across 3 separate channels - now apply this to 21 card products.

A single update to a credit card disclosure will need to be made manually hundreds of times to hundreds of templates. The scope of work is huge, as is the opportunity for errors and non-compliance.

PRODUCTS VARIATIONS

CREDIT CARD

Х

REGIONAL

* EXAMPLE BASED ON REAL-WORLD ORGANIZATION

LANGUAGES

Х

CHANNELS

(Print, Email, Web)

TOMORROW (WITH MESSAGEPOINT)

These issues can be resolved with a modern approach that gives business users control over content creation and management. Messagepoint does just that with its Al-powered content hub that centralizes all your content and communications, for all your channels, in one place. So, you're no longer waiting for IT; now you're in the driver's seat.

Increased Speed

From months to minutes

Content changes can be made in minutes and instantly reflected across all communications and channels

Increased Accuracy 100%

Eliminate redundant

Business user control

FULL

manual changes

Decreased Labor Costs

75% reduction

With less reliance on IT or third-party service providers, reduce the average cost of content changes by 75%

Business user authoring & user roles give control to content

Modernize with an AI-Powered Content Hub

owners and approvers

Content sharing across communications and channels provides a single point of change

Content and rules for all channels controlled in a centralized hub

TEMPLATES

Instantly proof while authoring to accelerate change cycles

Al-powered Assisted Authoring for content optimization

Visit messagepoint.com/rd to learn more, read case studies and see a demo!

