

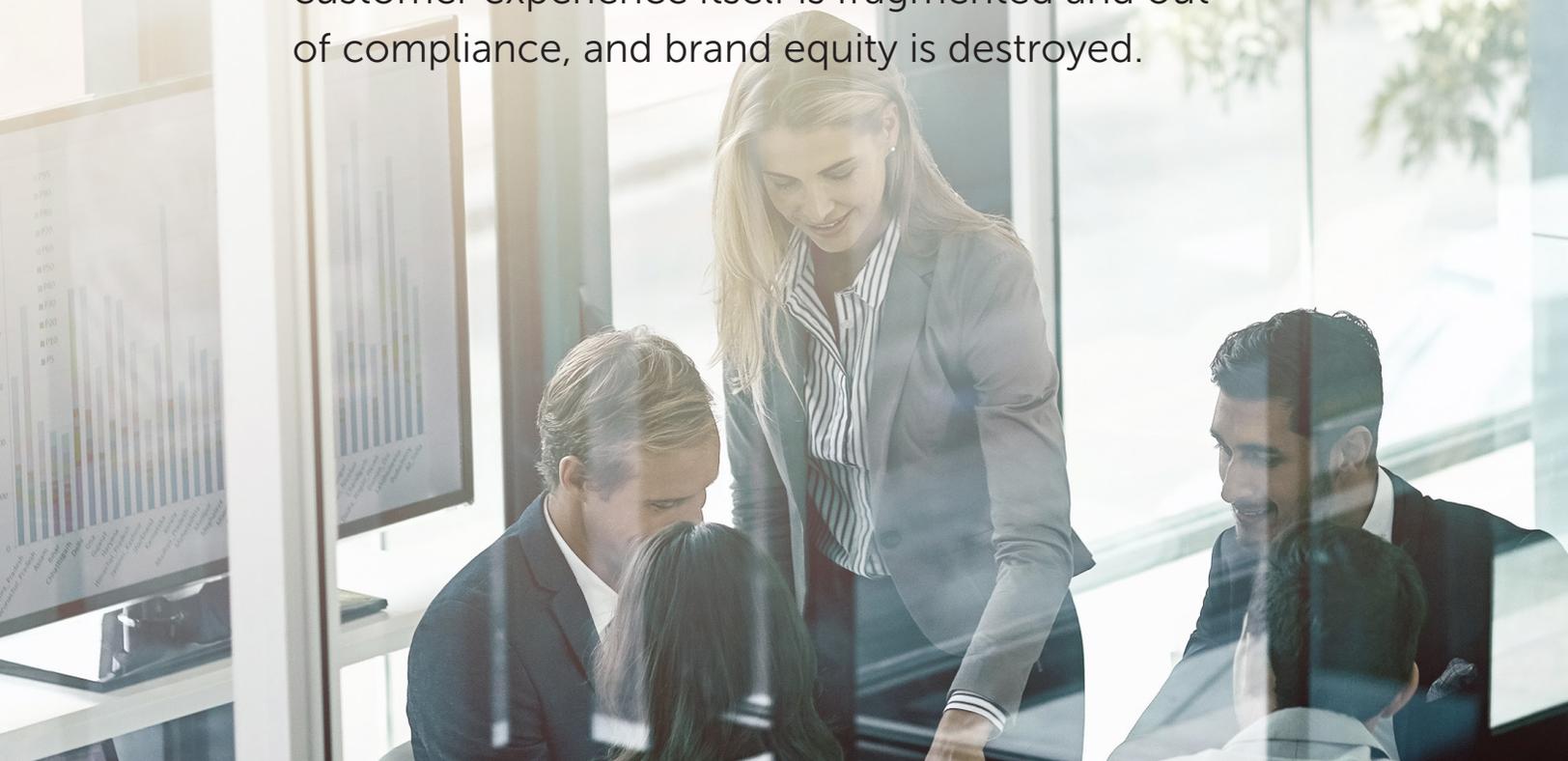


# **MARCIE: Messagepoint's Advanced Rationalization and Content Intelligence Engine**



Most organizations strive to create exceptional omni-channel customer experiences that deliver on their brand promise, inspiring loyalty and, in turn, a better bottom line.

The single biggest obstacle faced in achieving this goal is the ability to manage an unprecedented amount of content that is locked in various formats, documents, and templates throughout a growing inventory of customer communications channels and technologies. Organizations waste precious resources managing disparate systems and modifying and re-authoring messages until the customer experience itself is fragmented and out of compliance, and brand equity is destroyed.



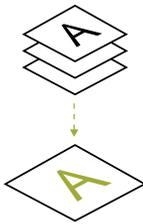


**Messagepoint is the next generation of customer communications management solutions.** We put content at the center of your communications by leveraging artificial intelligence (AI) and machine learning to understand your content in order to help you create more consistent, compliant, and relevant content and manage it more efficiently and effectively.

This is enabled by Messagepoint's Advanced Rationalization and Content Intelligence Engine or MARCIE. MARCIE adds powerful Content Intelligence capabilities to Messagepoint's award-winning CCM platform. Harnessing the power of artificial intelligence and machine learning, MARCIE enables non-technical business users to intelligently ingest, optimize, author, and manage the critical content that is the foundation of your customer communications.

## MARCIE knows content.

### MARCIE powers Content Intelligence capabilities across the Messagepoint platform and Messagepoint Rationalizer to:



#### **Streamline communications management by consolidating duplicate and similar content**

MARCIE finds duplicate and similar content, providing opportunities to consolidate messages for greater efficiency in managing communications through more effective use of Messagepoint's advanced content sharing capabilities.



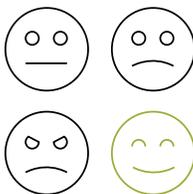
#### **Ensure consistency and compliance with brand standards**

MARCIE knows and respects your brand. For every communication and message, the engine intelligently identifies elements that are out of compliance to ensure consistency across all communications and channels.



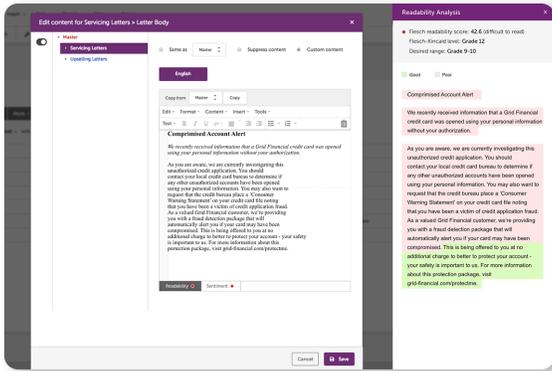
#### **Communicate at the right level with reading comprehension analysis**

MARCIE assesses the reading comprehension level of every message to identify those that aren't at the appropriate level for your audience using Flesch and Flesch-Kincaid scoring.



#### **Ensure that the right sentiment is communicated, always**

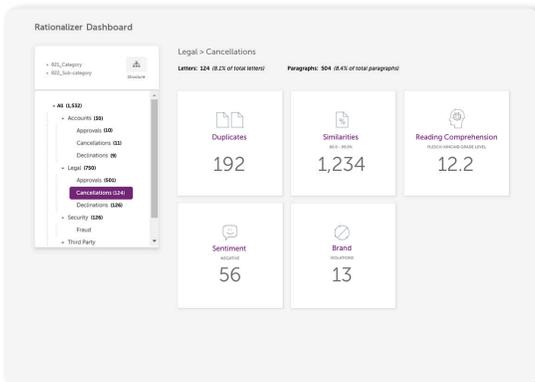
MARCIE identifies the sentiment of your messages so that you can evoke the right feelings and emotions from your customers, positively impacting the customer experience across all channels.



## MARCIE in Messagepoint

### AI-powered Assisted Authoring for better content

Messagepoint's new Assisted Authoring capabilities enable you to create more consistent, compliant and simply better content. Powered by MARCIE, these capabilities work with you as you create new content to increase content reuse, and ensure the consistency of messaging, sentiment, and reading comprehension across communications and platforms.



## MARCIE in Messagepoint Rationalizer

### Content Intelligence that cleans up your communications library

Powered by 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.



**The future of customer  
communications is**

**M.ARCIE**

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



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