



# Intelligent Control for your Customer Communications



# Personalized, relevant and consistent communications are the driving force behind good customer experiences

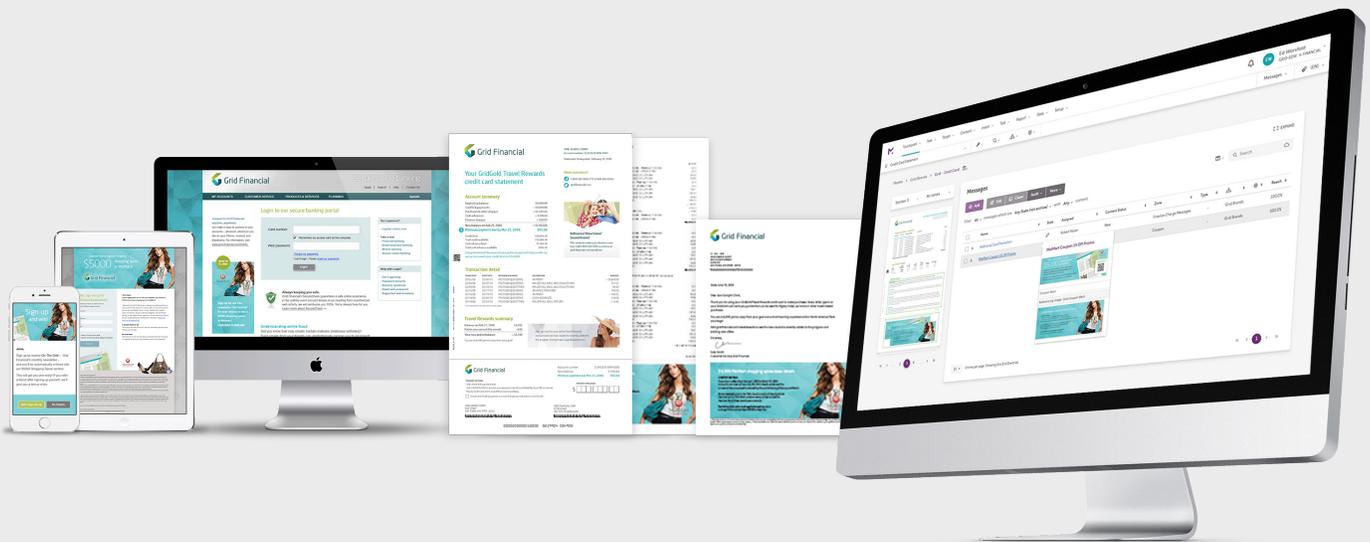
Research from leading analysts finds that the level of quality, consistency, and personalization of your customer communications can have a dramatic effect on customer experience and your bottom line. Within large organizations and regulated industries however, this is easier said than done.

The sheer volume of communications that need to be managed and the complexity that regulatory and shared 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 empower business users to optimize, author, share, and more effectively manage content, from the simple to the complex. Only Messagepoint leverages AI capabilities through the Messagepoint Advanced Rationalization and Content Intelligence Engine (MARCIE) that acts as an intelligent assistant to drive consistency, brand alignment and compliance across all your customer communication channels.

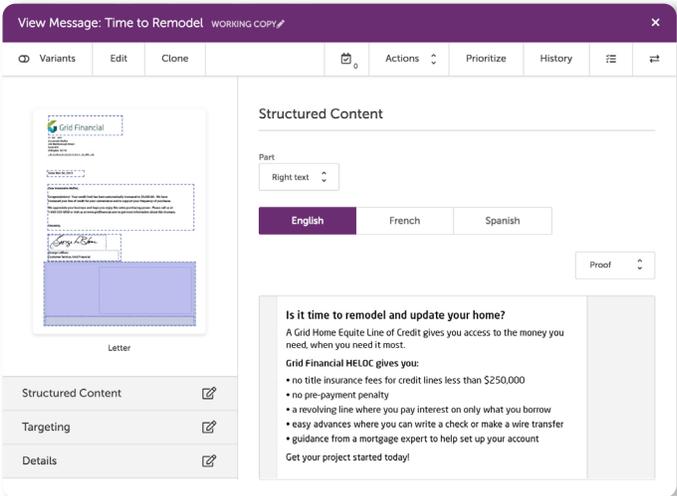
And Messagepoint significantly reduces your reliance on IT by putting control into the hands of the content authors—your marketers, product owners, customer experience and servicing teams—enabling them to directly create, edit, and manage highly personalized, consistent, and compliant customer communications.

Whether dealing with correspondence or more complex documents, Messagepoint uniquely enables content authors to efficiently build and deliver timely, relevant and compliant customer-facing communications across print and digital channels.



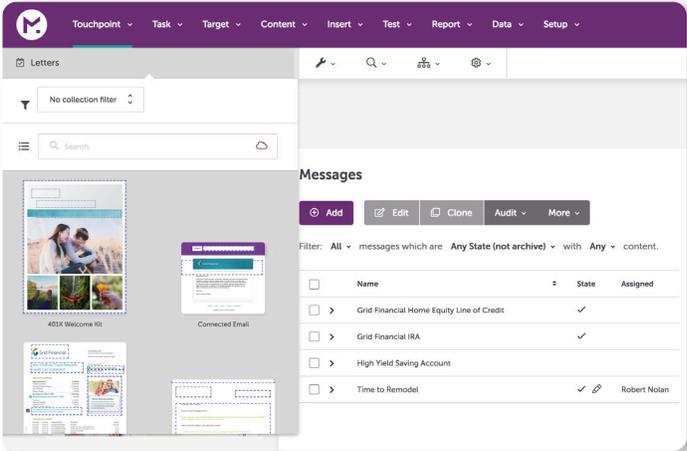
# Manage your content intelligently

Only Messagepoint provides an intelligent content hub for customer communications, enabling teams to centrally manage and share pieces of content across teams, communications, touchpoints and channels. Our powerful content management capabilities dramatically reduce time to market, simplify change management and ensure consistency and compliance across your library of communications.



# 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 and rules, so you can get your communications out the door faster than ever before.



## 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. Messagepoint makes it easy to not only clean up and migrate legacy print communications, but we enable companies to manage their 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 make it easy to ensure your customers receive communications through the channel of their choice.



## Deliver exceptional customer experiences with highly personalized communications

Messagepoint makes it easy to achieve advanced levels of personalization using intuitive natural language targeting and variables that drive personalized, relevant text and images based on preferences, behaviors, or demographics—and while these capabilities are advanced, you don't have to be a programmer to do it.

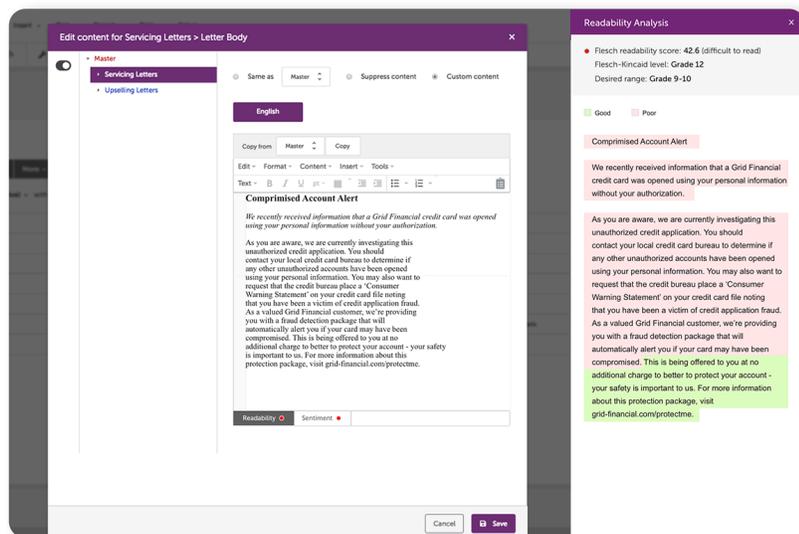
The screenshot shows the Messagepoint user interface. At the top, there is a navigation bar with a logo and several menu items: Touchpoint, Task, Target, Content, Insert, Test, Report, Data, and Setup. Below the navigation bar, there is a 'Letters' section with a search bar and a 'No collection filter' dropdown. The main content area is titled 'Messages' and features a list of messages. The list has columns for Name, State, and Assigned. The messages listed are:

<input type="checkbox"/>	Name	State	Assigned
<input type="checkbox"/>	Grid Financial Home Equity Line of Credit	✓	
<input type="checkbox"/>	Grid Financial IRA	✓	
<input type="checkbox"/>	High Yield Saving Account		
<input type="checkbox"/>	Time to Remodel	✓	Robert Nolan

# 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.
- Control adherence to brand guidelines with a custom Brand Profile to flag the use of restricted terms and enforce standard treatments for legal marks, spaces, contractions, sentence length, and more.

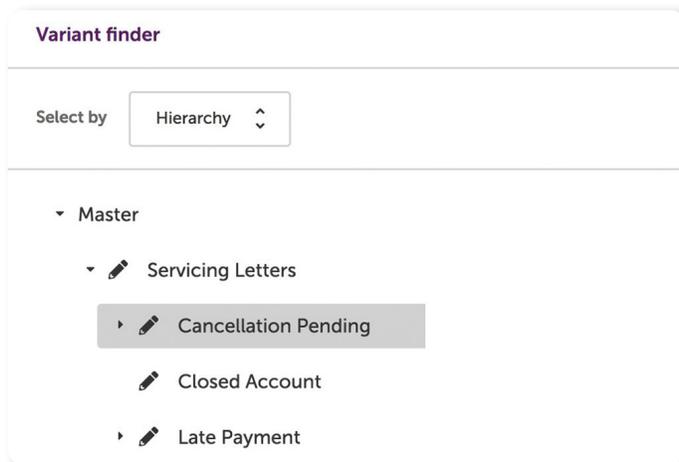


*"Being able to leverage the Messagepoint platform allows us to standardize and improve how client documents are created, maintained, and delivered to our clients."*

– Laurieann Miller, Director of Client Services, The Co-operators

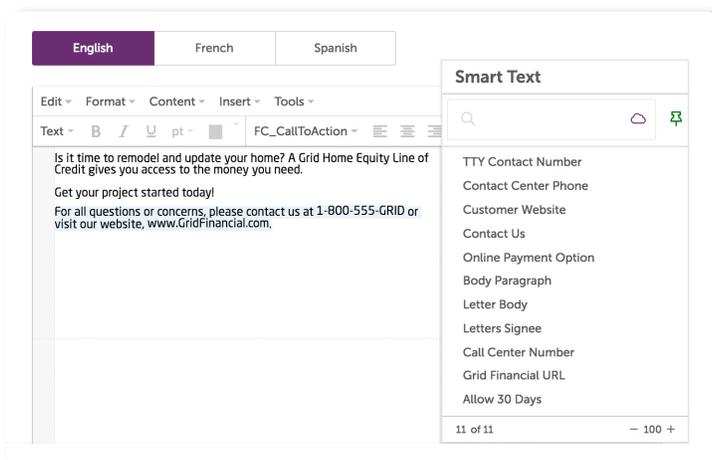
# Eliminate duplicate touchpoints and embrace the power of variation management

Messagepoint's patented Variation Management is absolutely unique, eliminating the need to create, update, and manage many instances of similar templates and documents. Variation Management enables the creation of a master touchpoint 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 the rapid creation of similar communications, and streamline the overall management of your communications library while driving personalization.



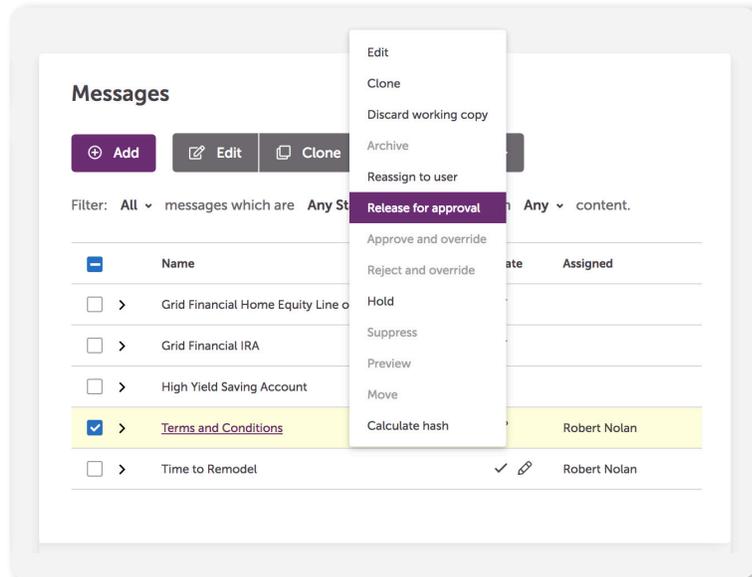
# Global content sharing for a single point of change and control

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 in every instance of the SmartText. Imagine the power of being able to make a change across hundreds or thousands of documents or emails in a matter of seconds.



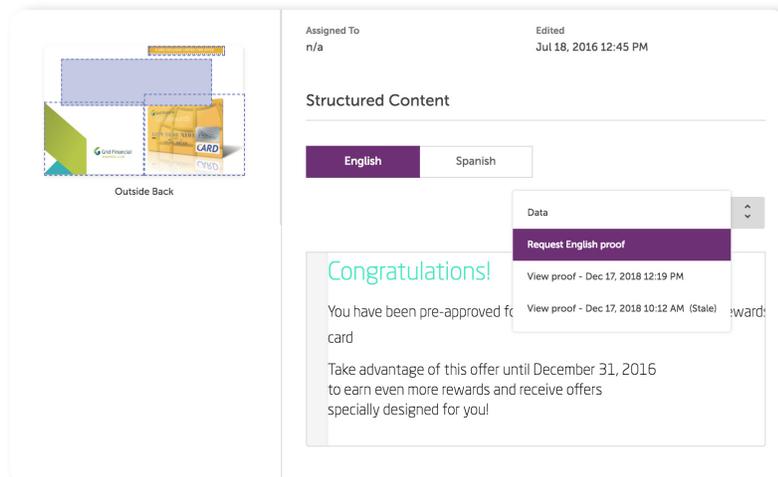
# Ensure compliance

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 consistency and compliance.



# 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 executed in production by leveraging sample data to validate targeting rules. For example, a proof can be generated to check that a communication is going to the right individuals.



## 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 configured according to your needs.

The screenshot shows a 'Workflow history' window with a purple header. It has two tabs: 'Current workflow' (selected) and 'Action history'. Below the tabs, it displays the 'Current Status: Pending Final Approval'. The workflow consists of two steps:

- 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

## 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.

The screenshot shows an 'Edit Order' interface for a letter. At the top, there are buttons for 'Interview', 'Save & Proof', 'Save', and 'Cancel'. Below this is a 'Proof' section with a search bar and a 'Page 1' indicator. The main content area displays a letter from Grid Financial to John Smith. The letter includes the company logo, address, a barcode, and a personalized message about special coverage. The letter is signed by George LeBlanc. On the left side, there is a sidebar with 'Interactive Content' and 'Letter Body' sections, and a list of metadata including Order, Policy Number (3009552351), Tags, Counselor (George LeBlanc), Letter Type, and MBI Quote.

# Manage versions and compare history

Messagepoint stores older versions of your messages, so you can easily retrieve old versions and compare content to determine what additions, deletions, and style changes happened 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 before it is used, such as for a time-sensitive offer. When the qualifying dates are true, the new content will appear in your customer communications.

The screenshot shows a 'Content History' window with a purple header and a close button. Below the header, there are fields for 'Name: Time to Remodel', 'Variant: Upselling Letters', 'Language: English', and 'Zone/Part: Right text'. The main area is divided into a 'History' table and a 'Comparison' view. The 'History' table lists several versions with their timestamps. The 'Comparison' view shows a side-by-side comparison of two versions, with the newer version (Jan 25, 2019) highlighted in green. The comparison text includes a placeholder for a customer name, a list of benefits for a Grid Home Equity Line of Credit, and contact information for Grid Financial.

History	Comparison
Jan 25, 2019 15:14:44	<b>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.</b>
Dec 11, 2018 09:16:51	<b>Grid Financial HELOC gives you:</b>
Nov 19, 2018 13:25:41	<ul style="list-style-type: none"><li>• No title insurance fees for credit lines less than \$250,000.</li><li>• No pre-payment penalty.</li><li>• a revolving line and you can pay interest only on the amount you borrow.</li><li>• Easy advances - you can write a check or make a wire transfer.</li><li>• Guidance from one of our Mortgage Experts to help you set up and manage your account</li></ul>
Nov 05, 2018 09:34:07	<b>Get your project started today!</b>
Nov 01, 2018 10:52:09	<b>For all questions or concerns, please contact us at 1-800-555-GRID or visit our website, www.GridFinancial.com.</b>



# Real customer results



**Time to create new communications**

26 **WEEKS** DOWN TO 1

**Get materials 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 a master version that shares structure and content on the variant and sub-variant level.

# Solution Add-ons

## Messagepoint Connected

Using Messagepoint Connected, frontline workers can quickly and easily request and personalize customer-focused communications and put them into production—without the need to involve IT.

## Messagepoint QA Module

Messagepoint's QA Module is an add-on to the Messagepoint platform that enables your teams to take control over the quality assurance process with task management, real-time visibility into status, and advanced visualization and tracking for the changes required in your critical customer communications.

## Messagepoint HCS

Messagepoint HCS complements Messagepoint's intelligent content hub by taking care of the composition and post-composition work required to get your communications in front of customers. This high-performing and highly scalable solution provides a comprehensive suite of capabilities that ensure you can securely and confidently meet SLAs and get the right communications out the door to the right customers.

## Messagepoint for Salesforce

Leverage Messagepoint for Salesforce Sales & Service Cloud and Journey Builder to deliver better customer experiences through more personalized, consistent and compliant communications.

## Messagepoint Touchpoint Exchange

Messagepoint Touchpoint Exchange is a unique solution that enables organizations to create model touchpoints containing both standard layouts and content to share securely with others. Whether you're part of a large organization that is looking to share standard document formats across your organization, or a service provider looking to standardize content and touchpoints for a specific vertical solution, Messagepoint makes it easy to publish, update, distribute and synch model documents.

# Messagepoint Connectors and Integrations

Messagepoint provides composition capabilities through Messagepoint HCS, as well as integration options and packaged integrations to legacy customer communications management (CCM) tools, including OpenText™ Exstream™ and Quadiant 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.

## Print composition connectors



OpenText™ Exstream™

Quadiant®

---

## Digital connectors and integrations



# Other products by Messagepoint

## Rationalizer

Rationalizer leverages the power of AI to automate the migration and optimization of your legacy communications to modern environments.

## Healthcare Touchpoint Exchange

The Healthcare Touchpoint Exchange is purpose-built to streamline the creation and annual update of Annual Notice of Change (ANOC), Evidence of Coverage (EOC) and Summary of Benefit (SB) documents.



**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 are not using Messagepoint, it's time to ask yourself—why not?**

To learn more about Messagepoint, visit [messagepoint.com](https://messagepoint.com). If you're interested in scheduling a demo, please contact us at 1-800-492-4103, or email us at [info@messagepoint.com](mailto:info@messagepoint.com).

 **messagepoint**<sup>®</sup>