

Take Control of Mortgage Servicing Communications with Messagepoint



Borrower communications are complex — ensuring borrowers receive accurate, clear, and compliant information is challenging. And the current regulatory environment isn't making it any easier. For most Mortgage Servicers, whether they're managing the communications development directly or working with a third-party service provider, borrower communications cost too much and take too long to get out the door.

Legacy systems and approaches are to blame and lead to:

Slow change cycles due to reliance on IT and third-party service providers to manage content updates and communications layouts.

Costly, redundant work making the same changes across hundreds of communications templates that contain small variations by originator, state, and language across multiple channels and systems.

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

Regulatory risk caused by errors and omissions from maintaining the same content in disparate templates.

Missed deadlines imposed by regulatory state and federal agencies.

Poor borrower experiences from confusing or unclear communications which are sent exclusively as printed letters.

Messagepoint enables Mortgage Servicers to:

- Reduce time to market from weeks and months to minutes
- Increase visibility and control over authoring and change cycles
- Reduce risk of errors and non-compliance
- Increase consistency across all communication

Modernize borrower communications management with an intelligent content hub

Messagepoint transforms the way you manage your borrower communications by enabling non-technical content owners to take control of the process. Acting as an intelligent, centralized content hub for all your communications, Messagepoint's customer communication management solution simplifies and streamlines content authoring, collaboration, approvals, proofing, and testing to significantly reduce cycle times across channels, languages, and originator clients.

Empower business authors and reduce reliance on IT and third-parties.

Operations teams get hands-on control to manage communications in just a fraction of the time.

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

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



Reduce complexity by eliminating duplicate templates for different originators, languages, and states.

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 and control.

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.

Track, control, and audit changes and approvals.

Version control, change management tracking and integrated approval workflows shortens review cycles and ensures complete tracking and audit trails for changes and approvals.

With tight margins, pressure to digitize, and increasing regulatory complexity, the time is now for Mortgage Servicers to improve operational efficiency and borrower satisfaction by modernizing their borrower communications process.

To learn more about how Messagepoint can help you manage your mortgage servicing communications, visit www.messagepoint.com, email us at info@messagepoint.com or contact us at 1-800-492-4103.



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