How to Make Correspondence Modernization a Reality

Cleaning up and optimizing customer correspondence inventories is on the to-do list of many organizations in regulated industries in which these communications have long been a mandated element of the customer experience. The drivers of these programs can bring substantial benefits including increasing the efficiency of content operations, migrating to digital channels, and optimizing the customer experience. That said, when teams are faced with auditing and reviewing thousands of traditional letters and emails, these programs often get shelved before they even get off the ground.

Quite simply, the manual processes required to migrate content from legacy formats make the process both ridiculously expensive and time-consuming. While Professional Services organizations might have a few rudimentary tools in their bag to help, unfortunately, these don't help enough and the average enterprise migration effort ends up costing millions of dollars and takes an average of three years to complete.

"Over one-third of Forrester CCM inquiries concern end-of-life or migration challenges due to aging on-premises systems."

Enterprises Need A New Architecture To Manage Communications, August 19, 2021
By Craig Le Clair with Glenn O'Donnell, Audrey Lynch, Diane Lynch

The traditional approach to modernization doesn't work

Start

1 Your content is locked in antiquated and disparate systems
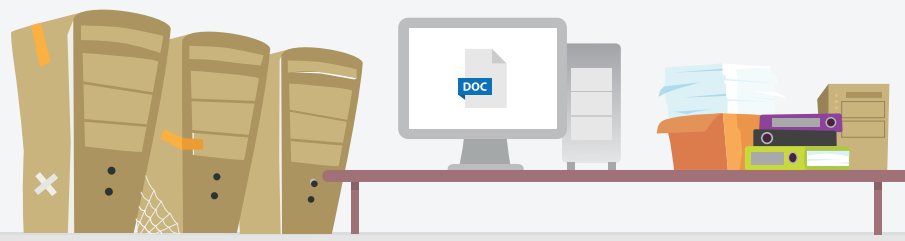
The Challenge
Content is scattered across your organization in many different file formats and in disparate systems

2 It takes an army of people to figure out what you have, what to keep, and how to migrate it.

The Reality
- The process is incredibly manual
- Toll on resources is high
- The time it takes to accomplish this task is underestimated and it might never be seen to completion
- Costs are very high

3 At best you are left with a lift-and-shift project, tackling small groups of documents at a time.

Finish

The Danger
- It will take years to modernize and drive a consistent omni-channel customer experience – while your competitors leap forward
- Shortcuts to reduce timelines will require you to skip necessary content optimization steps
- Manual processes will inevitably lead to missed content, errors, and redundancies that lead you back to where you started
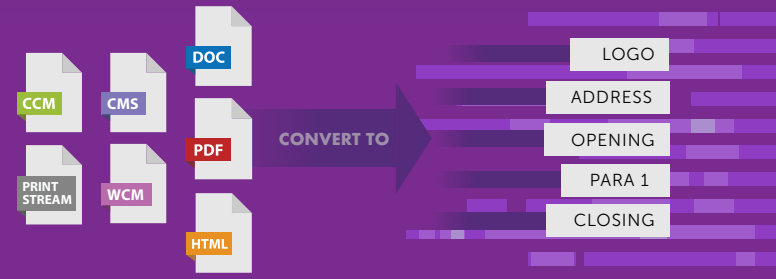
Leverage AI to increase speed and accuracy

Artificial Intelligence, Machine Learning, and Natural Language Processing to simplifies the modernization process by making it easy to get your content off of legacy systems and into a centralized repository where it can be analyzed, consolidated, optimized and ultimately, migrated to your new environment.

Rationalizer by Messagepoint streamlines the process of correspondence modernization leveraging the AI-powered Messagepoint Advanced Rationalization and Content Intelligence Engine.
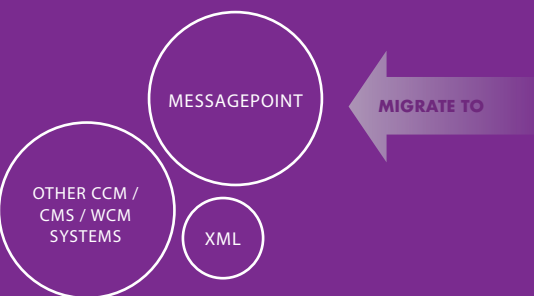
Intelligent Ingestion
Rationalizer ingests files, breaks them down into individual content objects and tags them.

CCM   CMS   DOC   PDF   PRINT STREAM   WCM   HTML   **CONVERT TO**   LOGO   ADDRESS   OPENING   PARA 1   CLOSING

1

MARCIE

Migration
Easily migrate optimized content into any number of modern customer communication management solutions.

5   MIGRATE TO   MESSAGEPOINT   OTHER CCM / CMS / WCM SYSTEMS   XML

2

Discovery
Our AI-powered Content Intelligence engine provides a dashboard and reporting to help you understand your content and identify optimization opportunities.

- DUPLICATES (100% MATCH)
- SIMILARITIES (80-99.9% MATCH)
- BRAND VIOLATIONS
- READING LEVEL VIOLATIONS
- SENTIMENT

4

Optimization
Clean up your content by:
- Fixing brand violations
- Adjusting reading comprehension levels
- Removing negative sentiment
- Adjusting sentence length

BRAND GUIDE   GR.8   < 100 Words

3

Consolidation
Reduce the number of content objects by consolidating duplicate and similar content into shared content objects where possible.

Rationalizer reduces the time to migrate, tag, and consolidate legacy content by 99% and in the process supports content optimization processes.

Visit messagepoint.com/rationalizer to learn more.

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