

## Agentic AI that transforms how the work of CCM gets done

Organizations operating in regulated industries face increasing pressure to deliver accurate, compliant, and highly personalized communications across channels—yet customer communications management (CCM) platforms still rely on manual processes that are time-consuming, complex, and dependent on specialized expertise. Every content update, rule change, and template adjustment requires considerable manual effort, consuming valuable resources and pulling your best people away from higher-value work.

### CCM, Reinvented.

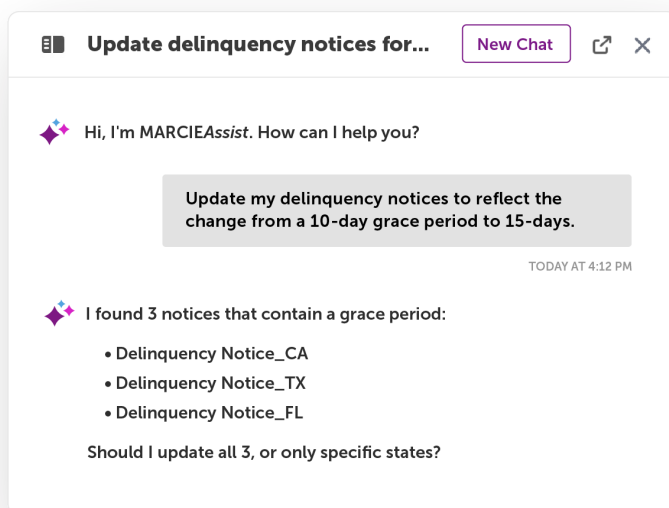
MARCIEAssist™ is Messagepoint’s agentic AI capability that fundamentally transforms how customer communications work gets done. Users simply describe what they want to accomplish, and MARCIEAssist intelligently executes supported actions across content, rules and communications—while keeping users fully in control.

### A conversational experience built for business users

Users interact with MARCIEAssist through a modern chat interface using natural language requests and voice commands. MARCIEAssist interprets intent, seeks clarification when needed, and explains actions before execution—so business users get the speed of automation without sacrificing oversight.

#### MARCIEAssist’s agentic AI:

- Accelerates the work of CCM— up to 10x faster.
- Automates key content operations in Messagepoint
- Provides insights into content, rules, and communications
- Offers contextual guidance to help users complete tasks faster and more confidently



## Accelerate the work of managing content

MARCIEAssist accelerates content operations by intelligently automating key tasks, including:

- Creating and managing content objects
- Editing and refactoring content
- Applying and modifying targeting rules
- Applying and editing styles

The result: faster updates, less manual effort, and easier access for business users—without waiting on technical teams or navigating complex workflows.

## Built-in guardrails for governance, privacy, and trust

MARCIEAssist operates responsibly within strict governance boundaries aligned to user roles, permissions, data access, and defined system actions. It never has access to PII, will not perform unauthorized actions, and provides guidance when a request falls outside its approved boundaries. These guardrails prevent unintended changes, support security and privacy requirements, and ensure trust in AI-assisted workflows.

## Total confidence with full visibility and control

Every action MARCIEAssist takes is fully visible, traceable, and reversible. Users can review detailed audit trails to see exactly what MARCIEAssist has done in the system, and rollback changes or restore previous versions of content and rules at any time. Your team always knows what happened, why, and how to undo it.

## Get answers, guidance, and insight in the flow of work

MARCIEAssist provides contextual guidance and insights as users work—helping them understand how to complete tasks and what impact changes may have. This reduces manual investigation, accelerates impact analysis, reinforces system learning, and helps users make changes more confidently.

**Agentic AI that takes on the work of CCM—so you don't have to**

To learn more about MARCIEAssist, visit [www.messagepoint.com](http://www.messagepoint.com), email us at [info@messagepoint.com](mailto:info@messagepoint.com) or contact us at 1-800-492-4103.



All third-party trademarks™ or registered® trademarks are the property of their respective holders. Messagepoint's use of these marks does not imply any affiliation with or endorsement by them. Messagepoint product or service names referenced are trademarks of Messagepoint.