



Modernize Life Insurance Correspondence Management with Messagepoint



Many life insurers today still rely on legacy correspondence management systems that place a significant burden on IT resources and are increasingly expensive to manage and maintain. These systems not only breed inefficiency and technical debt, but also prevent life insurers from meeting growing customer demands for responsive, personalized, and digital experiences.

Messagepoint can help.

Messagepoint for all your Life Insurance documents and communications

Messagepoint streamlines the process of managing complex documents and communications, including correspondence that supports the entire customer journey in life insurance. Our cloud-based, AI-powered content hub empowers non-technical business users to take control of managing customer correspondence and intelligently automates the work of managing content, rules, and communications across channels – accelerating change cycles while reducing your IT burden.

Messagepoint Connected for supporting customer-facing teams

Messagepoint enables your customer-facing teams, such as customer service representatives (CSRs), adjusters and claims agents, to access approved, standardized customer communications from within your customer management system to enable faster response times and consistency. Through a controlled editing experience, your CSRs can tailor the message to the client, enabling them to provide personalized service and deliver that extra touch when it really counts.

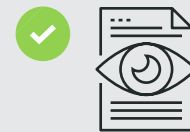
Messagepoint enables Life Insurers to:



Eliminate technical debt and lower maintenance costs.



Reduce change cycles from weeks and months to minutes.



Reduce IT reliance with no-code content management.



Increase speed and accuracy of responses by frontline teams.



Enhance consistency and personalization across communications and channels.



Serve your clients digitally without adding significant cost or complexity.

Modernize Your Correspondence Infrastructure

Resolve technical debt with a modern cloud-based system

Say goodbye to the expensive, highly manual process of managing legacy on-premise and homegrown systems. Messagepoint's modern cloud-based content hub enables remote collaboration, rapid updates, and lowers total cost of ownership.

Eliminate channel silos with a unified content hub

Stop using separate systems for each channel. Messagepoint enables you to centrally manage and control content for all channels in one system, sharing content and branding where appropriate for greater efficiency and consistency.

Support traditional channels and dynamic digital experiences

In addition to supporting composed communications such as print and email, Messagepoint provides headless APIs that enable you to leverage the same rich, data-driven content to deliver relevant, personalized, and responsive digital experiences that your customers will love.

Manage batch and ad-hoc communications together

Whether it's one-off communications sent by your frontline teams or high-volume batch correspondence, you can efficiently manage personalized, error-free, on-brand and compliant communications and materials within Messagepoint.

Manage Your Content Efficiently

Empower business authors and reduce IT burden

Harness an intuitive and code-free content authoring experience for both batch and ad-hoc communications to accelerate change cycles and reduce reliance on technical teams.

Global content sharing for a single point of change and control

Share content across communications and channels from a single point of control to eliminate the burden of making the same changes across hundreds or thousands of templates and ensure consistency.

Reduce complexity by efficiently managing variations for products, brands and states

Patented Variation Management enables you to dramatically reduce template libraries by dynamically generating communication variations from a single master touchpoint based on data-driven parameters such as products, brands, and regions, to efficiently personalize and tailor communications for customers with the right clauses, disclosures, product details, and branding, etc.

Automate the Time-Consuming Work of Managing Policyholder Communications

MARCIEAssist™, Messagepoint's agentic AI capability for CCM, does the work of managing communications for you. Describe the change you need—a regulatory update, a new agent communication, a refreshed policy notice—and MARCIEAssist executes supported actions across content, rules, and communications. Every action is visible through a complete audit trail and can be reversed through built-in rollback, so nothing happens outside your oversight.

Deliver Better Customer Experiences

Accelerate response times from frontline teams

Give frontline teams quick and easy access to approved print and digital communications directly inside the customer management systems they're already working in to ensure your customers receive fast responses from your business.

Personalize every customer interaction

Harness the power of advanced personalization options that make it easy to target the right content to your audience and hit the right mark – every time. Customer-facing teams can achieve one-to-one personalization with a controlled editing experience in Messagepoint Connected.

Create better, more consistent content

Built-in AI-powered Assisted Authoring capabilities guide content authors and front-office teams in creating clearer, more consistent, and compliant content. Get real-time insight into reading level, sentiment, potential brand violations and recommended rewrites powered by generative AI.

To learn more about Messagepoint, visit us at messagepoint.com, email us at info@messagepoint.com, or contact us at 1-800-492-4103.



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