

Modernise Member Communications Management with Messagepoint



For many of UK's Building Societies, creating and updating member communications takes far too long and costs too much. Reliance on legacy systems that require coding to make content updates and print vendors to manage composition, leaves member communications teams at the mercy of IT and third-party providers. Add in an increasingly complex regulatory environment and the need to support multiple channels, and the burden only grows. **Messagepoint provides a game-changing solution.**

One Platform for Complete Control of Member Communications

Messagepoint's modern, cloud-based platform transforms member communications management. Our no-code content hub gives business users complete control over communications authoring, updates, approvals, testing, and composition processes. Messagepoint not only reduces the time, effort, and cost of managing member communications — it provides far greater control over the process for both print and digital channels.

With Messagepoint, Building Societies can:

Eliminate 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 cloud-based content hub enables remote collaboration, rapid updates, and a lower total cost of ownership. Whether you choose full cloud deployment or a hybrid model, Messagepoint can meet your organisation's needs.

Go faster with hands-on control

Messagepoint's no-code authoring gives business users hands-on control to independently author, edit, and manage communications, eliminating the wait for IT or service provider availability before making changes. Imagine not having to wait for weeks for communications to be updated and ready to go!

Automate the work of managing borrower communications

MARCIEAssist™, Messagepoint's agentic AI capability for CCM, streamlines the time consuming, manual work of managing and maintaining your member communications. Business users just describe what they need, and MARCIEAssist intelligently automates supported actions across your content, rules, and communications. Every action MARCIEAssist takes is fully visible, trackable, and reversible—so your teams can move faster while staying fully in control.

Messagepoint enables Building Societies to:

- Create and update communications in minutes, not weeks
- Control layouts and composition to eliminate print vendor lock-in
- Reduce risk of errors and non-compliance
- Streamline the path to digital communications
- Take advantage of cloud-based convenience and efficiency without putting your customer data at risk

Gain freedom of choice by owning their own composition processes

Free your organisation from the lock-in that comes from having your communications coded into print vendor composition systems. With your communications in Messagepoint, you handover print-ready files to your vendor of choice, providing you with cost advantages and flexible disaster recovery options.

Control print and digital communications within a centralised content hub

Say goodbye to siloed systems and disparate processes for each communication channel. Messagepoint enables you to centrally manage content driving print and digital (email, SMS, web portals, mobile apps) communications all in one place, sharing content and branding across the channels as required.

Manage content via a single point of change for greater efficiency and compliance

Messagepoint's advanced content sharing helps Building Societies streamline authoring and changes. The content managed in Messagepoint is reusable across communications, templates, and channels to dramatically reduce time to market and simplify change management while ensuring consistency and compliance. Re-usable content components are centrally managed and controlled so if you need to change a piece of common content, you do it once.

Streamline stakeholder review and approvals

Stop chasing down stakeholders for sign-off. Messagepoint's version control, change management tracking and integrated approval workflows shortens review cycles and provides total visibility with a complete audit trail for changes and approvals.

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.

Harness the power of AI to analyse, optimise, and translate your content

AI-powered Assisted Authoring capabilities, augmented by generative AI, enables you to create clearer, more consistent, and compliant content while retaining control over the outgoing message:

- Ensure customer understanding by aligning to ISO plain language standards and optimising reading levels
- Ensure the appropriate sentiment is conveyed
- Eliminate brand guideline violations
- Translate your content into over 60 languages while improving accuracy levels

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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