

# Messagepoint Conductor



Orchestrate customer communications across channels

Customers now expect to be reached on their own terms — by mail, email, SMS, or online portal — and to move between channels without friction. But for many regulated organizations, communications are managed in disparate, siloed systems for each channel, with no central control to coordinate delivery across them. As a result, communications get sent via the wrong channel, arrive out of sequence, and failed deliveries slip through unnoticed — leaving teams unable to prove critical, regulated communications ever reached its recipient.

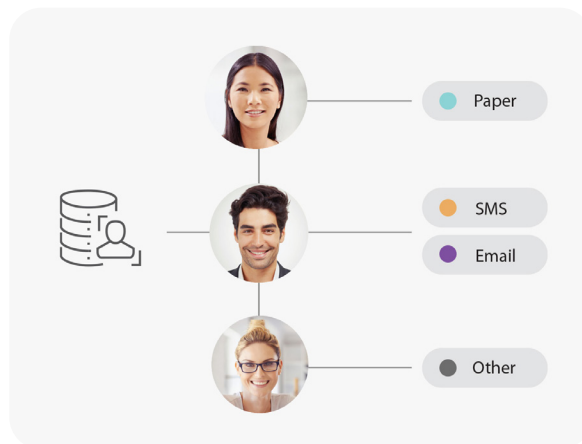
## Messagepoint Conductor changes that.

An add-on to the Messagepoint Communications Cloud, Messagepoint Conductor coordinates the delivery of high-volume customer communications across print and digital channels. It ensures communications are sent via preferred channels, tracks delivery and engagement, and triggers follow-up or fallback delivery when needed — giving teams greater confidence that critical communications reach customers, with the audit trail to prove it.



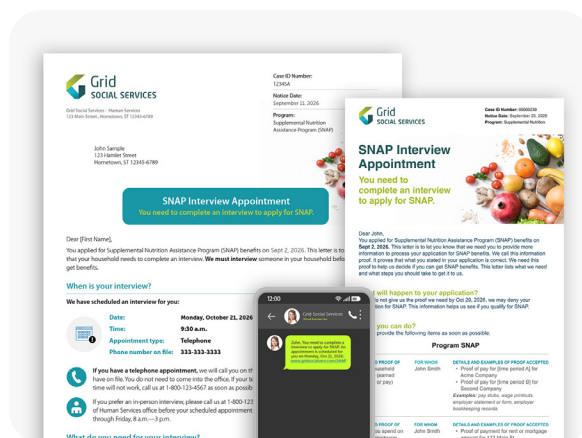
## Ensure customer delivery preferences are respected

Conductor integrates with preference management systems to ensure communications are delivered how customers want to receive them. As preferences change, delivery routing adapts automatically.



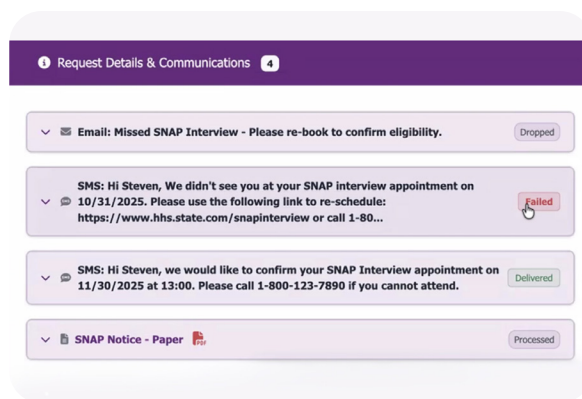
## Keep channels in sync

Conductor coordinates activity across print, email, SMS, archive, and other delivery endpoints so communications are received in the right sequence. For example, it can prevent a notification from being sent before the document it references is available in a portal or archive, helping you avoid disconnected experiences and unnecessary calls to the call center.



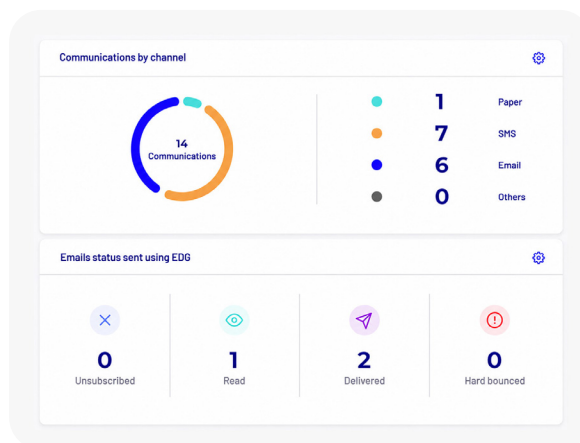
## Re-route communications when delivery fails

When delivery fails, or a communication isn't engaged with or acted on in time, Conductor can automatically trigger a follow-up communication via the appropriate channel. If an email bounces, an SMS is undeliverable, or a time-sensitive notification goes unopened, Conductor can re-route to an alternate channel — for example, generating and mailing a printed communication after an email bounces— so customers still receive critical information in time to act.



## See the full journey, end to end

Conductor's customizable reporting dashboards provide complete visibility into communication delivery and engagement across channels. Teams can clearly see what was generated, when communications were sent, whether customers received and engaged with them, and how delivery exceptions were handled — providing a clearer view of the customer journey while helping organizations demonstrate good-faith efforts to establish contact.



## Works with the systems you already use

Conductor orchestrates on top of your existing environment rather than replacing it. It connects to the preference management platforms and customer data sources your teams already rely on, whether third-party or your own, and coordinates delivery across supported email, SMS, archive, and portal providers, alongside print through your existing production environment. That means you can deliver a true omnichannel experience without re-platforming the systems that already manage your customers and channels.

## Part of a complete CCM solution

Conductor is one part of Messagepoint's comprehensive CCM solution, which enables business users to create, manage, compose, produce, and orchestrate the delivery of personalized communications across any channel — with greater efficiency, confidence, and compliance.

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



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