MARCIE*Assist*™

Agentic AI that transforms how the work of CCM gets done

messagepoint®

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 new communication, 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.

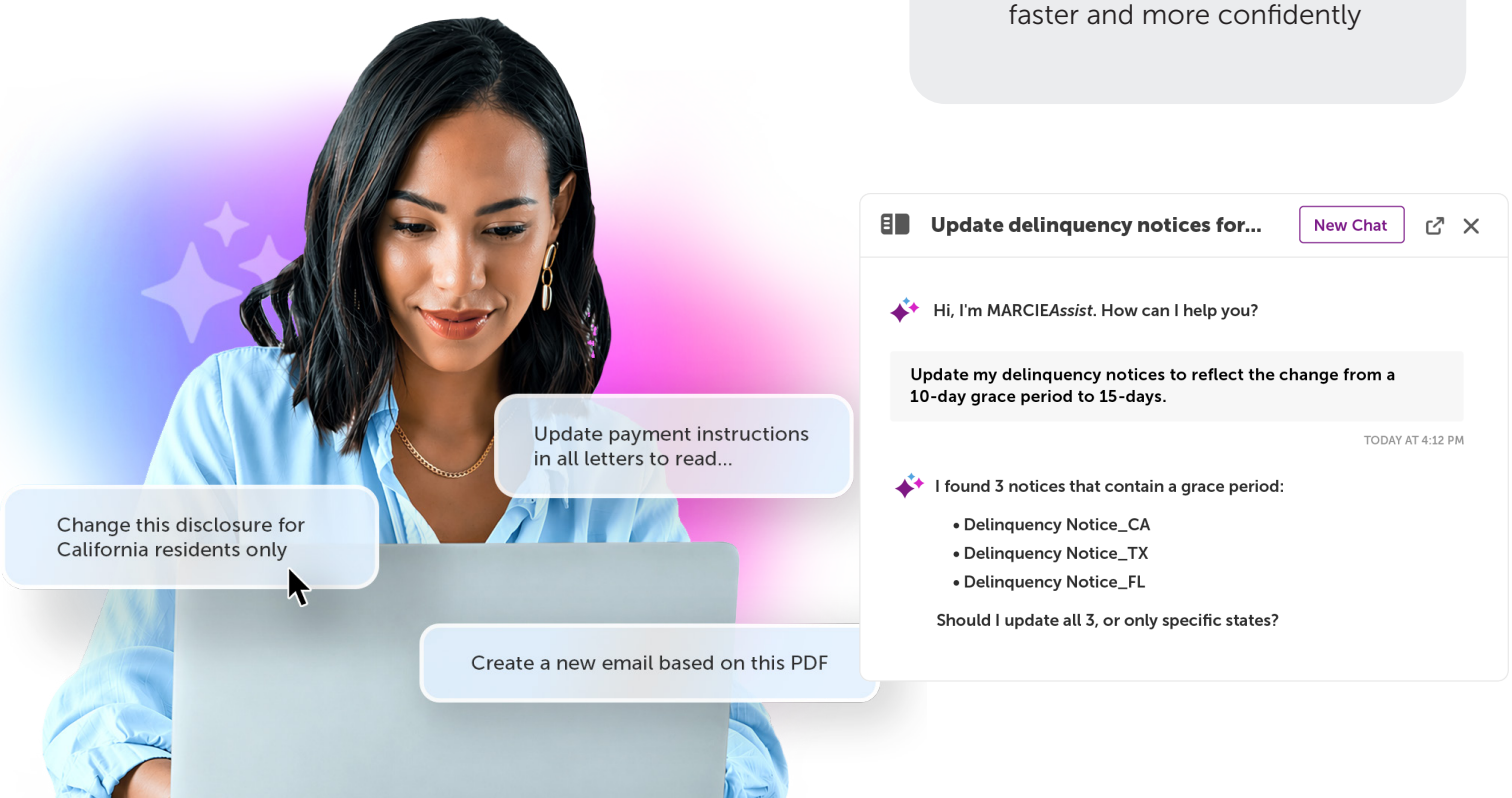
MARCIE*Assist*™ is Messagepoint's agentic AI capability that fundamentally transforms how customer communications work gets done. Users simply describe what they want to accomplish, and MARCIE*Assist* intelligently plans and executes supported actions across content, rules and communications—while keeping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

A conversational experience built for business users

Users interact with MARCIE*Assist* through a modern chat interface using natural language requests and voice commands. MARCIE*Assist* interprets intent, seeks clarification when needed, and explains actions before execution.

MARCIE*Assist's* agentic AI:

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



Ensure consistency with deterministic execution

MARCIE*Assist* executes every change through a deterministic engine, which delivers the consistent, repeatable results regulated communications require. AI plans the work, seeks approvals from the user, then passes the work to be executed through the APIs by the deterministic engine, so the approved actions are carried out exactly as intended.

Accelerate the work of managing content

MARCIE*Assist* accelerates content operations by intelligently automating key tasks, including:

- Creating and managing touchpoints
- 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.

Onboard new communications in seconds

MARCIE*Assist* automates the manual work of onboarding communications by creating touchpoints in Messagepoint from PDF, Word, or Adobe files. MARCIE*Assist* builds the touchpoint, creates the layout, maps the data, adds the content, and applies the formatting and styles to match your original design.

Ensure accuracy with integrated testing

MARCIE*Assist* tests its own work to confirm changes were made accurately and match what you requested. As part of its automation workflow, MARCIE*Assist* can build and run test scenarios for the affected communications, flag discrepancies for review, and generate proofs for sign-off.

Tailored to how your organization works

MARCIE*Assist* adapts to your organization's unique business context. Administrators provide MARCIE*Assist* with an understanding of your terminology, industry, and communications practices so it can apply that context to deliver more accurate, relevant, and consistent results.

Built-in guardrails for governance, privacy, and trust

MARCIE*Assist* operates responsibly within strict governance boundaries aligned to user roles, permissions, data access, and defined system actions. It never has access to PII, is never trained on your data, 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 MARCIE*Assist* takes is fully visible, traceable, and reversible. Users can review detailed audit trails to see exactly what MARCIE*Assist* has done in the system, and roll back changes or restore previous versions of content and rules at any time.

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

MARCIE*Assist* 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.

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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