eBook

Top 10 Reasons Enterprises Choose Messagepoint

messagepoint®

nirva

Business user enablement

Empower business and marketing users to control customer communications

Messagepoint provides you with a hybrid cloud-based, collaborative Customer Communications Management (CCM) software environment that was designed and built for business users to manage, test and approve your messaging content. Give your business users the tools they need, all while freeing up your IT staff to focus on providing value-added work. Here are some highlights:

- No need to manage message content and rules in spreadsheets or word documents and send them to IT for programming

- No more waiting for weeks or months for IT to schedule the work to get done followed by rounds of regression testing and proofing before getting things in production

- Control the content, business rules and testing of your customer communications – all in the cloud in a secure, collaborative, business user-friendly environment

- Enjoy full control over the targeting, the approvals, the reporting – just release it to production when you're ready to go

PRINT   WEB   MOBILE

"Messagepoint has been an important partner in helping us with our current and future goals of making communications more effective. Messagepoint is a key technology in our plan to improve the customer experience with cross channel communications that are easer to personalize, target, test and get into production."

VP of Marketing Operations at a Fortune 100 financial services firm

Advanced personalization and targeting

Easily add and manage personalization and targeting

Messagepoint's numerous personalization and targeting features allow business users to leverage your customer data to add personalization and relevance to your multi-channel customer communications, improving the customer experience. Here are just a few ways that Messagepoint can help make this a reality:

- Add variables to drive personalization into message content

- Leverage Smart Text objects for easy management and re-use of common content, allowing for more effective tailoring of messaging content to customers

- Quickly add targeting rules to your messaging content

- Build new, or use existing targeting groups that are easy to understand, even for complex targeting requirements

- Manage your messaging content in multiple languages, giving you the power to communicate to your customers in the language of their choice.

- Unleash the power of Messagepoint's patents-pending Variation Management abilities to quickly build and manage variations of your communications for your important customer segments. Variation Management provides greater context, reduces the volume of content and rules you need to manage your complex customer communications.

Rapid change management

Reduce the time it takes to make content changes from months to hours

Messagepoint is a cloud-based, collaborative environment that solves change management challenges. It is designed for business users with an intuitive user interface that gives users full control of messaging content from inception to production, including testing and approvals.

Changing or creating a new message is a simple process. And testing what you have created is also a snap with built in testing and approval workflows. There is no longer a need to request a proof through IT., it's all managed within Messagepoint.

Rapid onboarding

With Messagepoint's Variation Management features, you can also rapidly increase time to market for both new branded variations of your communications for new and existing clients. Quickly inherit, modify or suppress content from previous communications to create new ones. With Messagepoint, getting new or creating customized variations can be accomplished in Messagepoint within minutes.
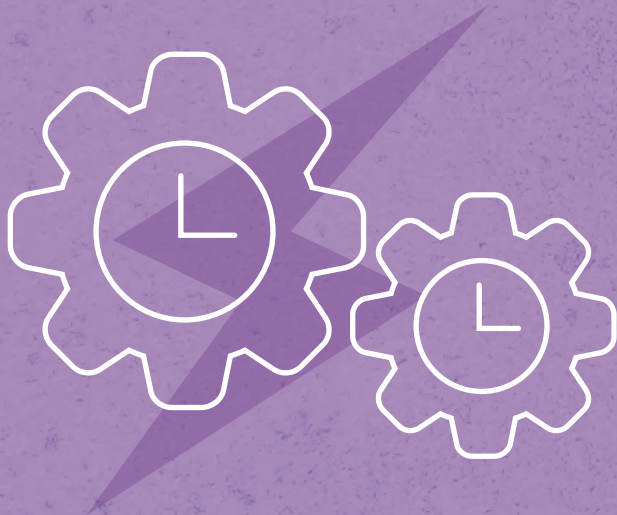
60% of corporate IT managers admitted that their processes to handle change are not effective in communicating and coordinating changes occurring within their production environment.

Manage any type of content

Supports all types of content from regulatory to marketing to financial

Messagepoint lets you manage all types of customer communications. It's not just for marketing messages. You can also manage regulatory, financial and other customer facing message content, all from a central location in the cloud.

You can also leverage many of Messagepoint's targeting and personalization features to ensure a more personal are speaking 1:1 communication with your customers. And because you are managing content from a central location, it's easier than ever to ensure brand consistency.

Any type of communication that requires variation is ideally suited for Messagepoint. Here are some examples of types of communications being managed in Messagepoint:

- Email communications
- Customer correspondence
- Welcome kits and policy packages
- Direct marketing
- Customer statements
- Forms
- Mobile and web content
- Interactive/customized content
- Benefits packages
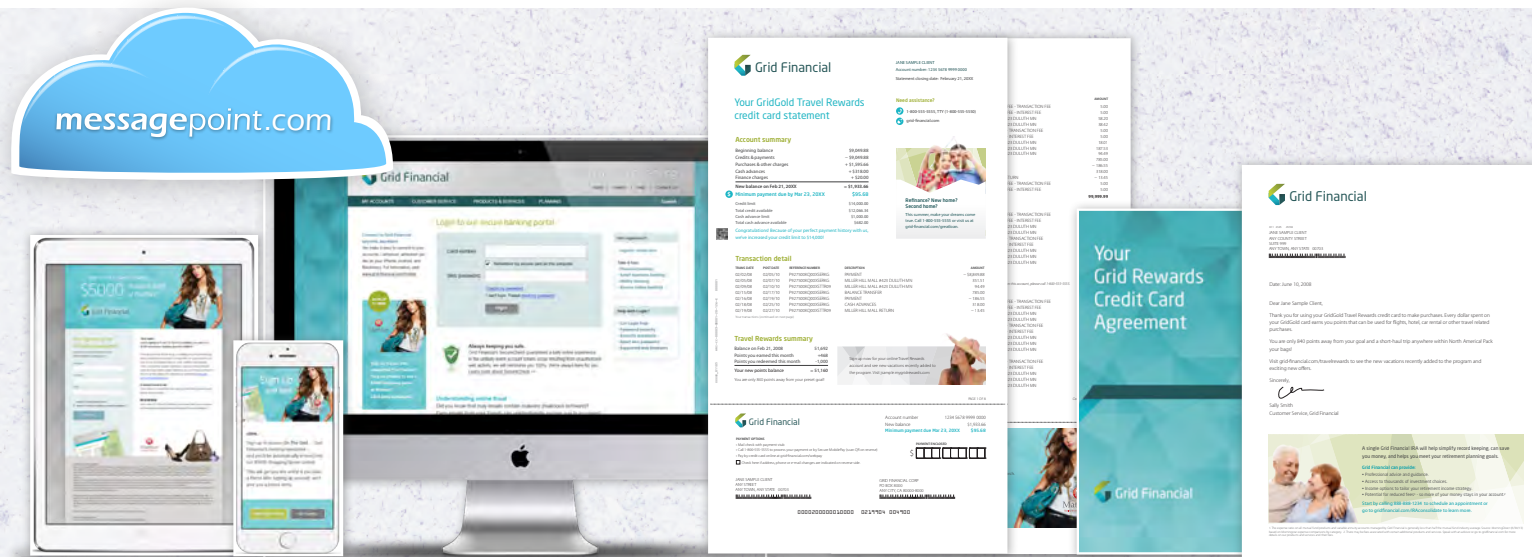
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Security and privacy

A hybrid-cloud platform that protects customer data

Messagepoint was built to address your need for an easy-to-use, collaborative, cloud-based environment, while at the same time respecting the need to keep your precious customer data securely behind your firewall.

Since customer data is only required when print or digital communications are being generated, Messagepoint does not contain or require your customer data.

The resulting solution is called a "hybrid cloud", where the Messagepoint.com cloud interacts with your on-premise print or digital operations through another key component called the Messagepoint Decisioning Engine (DE).

On premise

messagepoint.com

Messagepoint
job bundle

Messagepoint
decisioning
engine

Delivery system
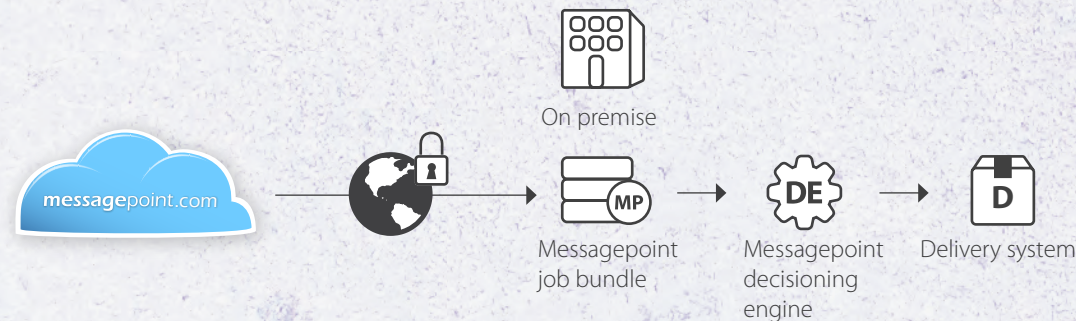
With critical elements of touchpoint delivery still residing within the four-walls of your secure corporate or service provider environment, Messagepoint was designed with a lightweight on-premise footprint that interacts with customer data feeds and your existing delivery systems such as composition tools, or email systems to drive the rules and content into your customer touchpoints.

Messagepoint's hybrid approach ensures a secure, reliable connection to any production environment you require to deliver approved content and rules, as timely as you need them. It also ensures that migrating to the latest version of Messagepoint is quick and easy to do – it's all done behind the scenes, allowing you to focus on your customer communications.

Omni-channel integration

Works with all major CCM platforms and digital delivery systems

Messagepoint integrates with your existing print and digital delivery systems, letting you leverage your current investments and delivery infrastructure. Messagepoint requires no additional software to be installed or maintained on user desktops apart from a supported browser, so users will always have the most current version of Messagepoint.

Composition

Not only does Messagepoint let your business users take charge of content creation and maintenance, it also reduces the burden on your composition programming staff by decoupling your business content and rules from the core composition application. With advanced connectors to the two leading composition systems (OpenText Exstream and Quadient Inspire), Messagepoint works with your existing infrastructure to help you get the results you need.

Digital delivery

Messagepoint generates touchpoint streams for email, SMS, web and other HTML Delivery Channels. With the Messagepoint and Salesforce Marketing Cloud (Exact Target) integration, you can create and manage variable content for touchpoints utilizing one single template with integrated targeting and segmentation.

CMS integration

Messagepoint offers integration into Oracle WebCenter Sites as an external content management system (CMS) to provide image content. This allows Messagepoint users to securely integrate their external content repositories with Messagepoint for single-source control over digital images used in Messagepoint.

Self-service testing

Easily ensure the integrity and fidelity of your documents

Messagepoint provides on-demand message previews, touchpoint proofs, data-driven tests and simulations to maintain the integrity and fidelity of your content, as well as determine the potential impact of messaging campaigns — all without having to go to IT.

With the test data anonymizer feature within Messagepoint, you can quickly and safely anonymize your customer data files on-premise for testing in Messagepoint.com. This simplifies the challenge of generating secure and reliable test data by anonymizing real customer data.

Types of testing in Messagepoint

Preview - A faithful rendering of an individual message. A round trip is made to the Test Center, returning a PDF with the message displayed at the location it is positioned on the touchpoint. Previews are available wherever the complete message (envelope and content) is available and editable.

Proof - A complete rendering of a touchpoint variant. Proofs return a PDF containing one or more recipients, depending how the sample data file is set up to test proofs.

Tests - Returns additional information on a "run" against a larger sample set that may traverse multiple variants. Starting with a test data set (sample driver file) containing one to hundreds of test recipients, a test returns proofs, detailed message reports, as well troubleshooting logs, to further assist in vetting and qualifying content prior to production approval.

Simulations - Tests the effectiveness of targeting rules against a usually very large set of sample customers to evaluate what rules are triggers and how often and what messages would have played and how often. Unlike Tests, Simulations do not return proofs. In effect, a simulation performs a 'what-if' production run without actually going through the process of generating output.

Collaboration and approval workflow

The Messagepoint platform makes customer message management much more collaborative for content authors and front line workers alike. It supports configurable workflow for touchpoint, content and rule management.

Workflow steps include settings to have "one of a group" or "all of a group" approvals, and approvals can be set to expire with auto approve or auto reject. At each workflow stage, email notifications with links to the specific task are delivered to workflow stakeholders when action is required.

Workflow is pervasive in the system including approval processes for your shared library content, your touchpoints and Variants, your content, interactive communications, etc..

Full granular access controls

Workgroup access controls and permissions management tools let you decide which of your users can access and modify which messages. Set up your departments, lines of business and teams to manage their own messaging programs — you can still share content items across workgroups when you need to, for cross-sell campaigns. You and your boss will both breathe easier, knowing the right people are reviewing new content at the right time, before it goes into production.

Total cost of ownership

SaaS model makes it cost-effective

Messagepoint.com is the next generation, hybrid-cloud Customer Communications Management (CCM) platform that offers you many benefits by leveraging a SaaS model:

Zero footprint installation	Rapid onboarding	No IT infrastructural costs	Staying current with the latest releases	Guaranteed uptime

Messagepoint was built to address your need for an easy-to-use, collaborative, cloud based environment, while at the same time respecting the need to keep your precious customer data secure behind your firewall.

The Messagepoint Decision Engine (DE) is the only on-premise component, it is a simple local installation that is:

Co-located with production systems	Flexible, with deployment options across production centers	Minimize file transfer sizes	Ensures that your client data is kept secure behind your firewall

Services and support

Our team is always available in case you need help

Our services and support teams are here to help our customers make sure their communications are on track, in production and running smoothly. We've been working with customer communications technology for large Fortune 100 companies since 1998, and have a vast knowledge of Enterprise systems, and understand what it takes for large projects to be successful.

Whether we take on the bulk of the work needed to maintain your Customer Communications and changes within Messagepoint, or if you have your own staff on-hand to manage things, we are here in case you need us.

We meticulously put together extensive guides and documentation, and our Messagepoint customer portal contains a wealth of information and resources. We pride ourselves in providing the leading SaaS Customer Message Management platform on the market and it shows in our dedication to our clients.

Messagepoint service stats

95% Cases responded to within 60 minutes

95% Cases resolved within 5 days

"Being able to leverage the expertise of Messagepoint's services groups along with their Messagepoint platform allows us to standardize and improve how client documents are created, maintained and delivered to our clients."

VP of Marketing Operations at a Fortune 100 financial services firm

To learn more about Messagepoint, please call us on
+44 (0)20 7692 0616, email us at enquiries@nirvauk.com
or visit nirvauk.com

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