messagepoint®

Rationalizer

Leverage the power of AI to automate the migration and optimization of customer communications

Achieve your content migration goals.

Consolidating and modernizing your customer communications management systems can enable significant process efficiency gains, cost reductions, and set the stage for better customer experiences.
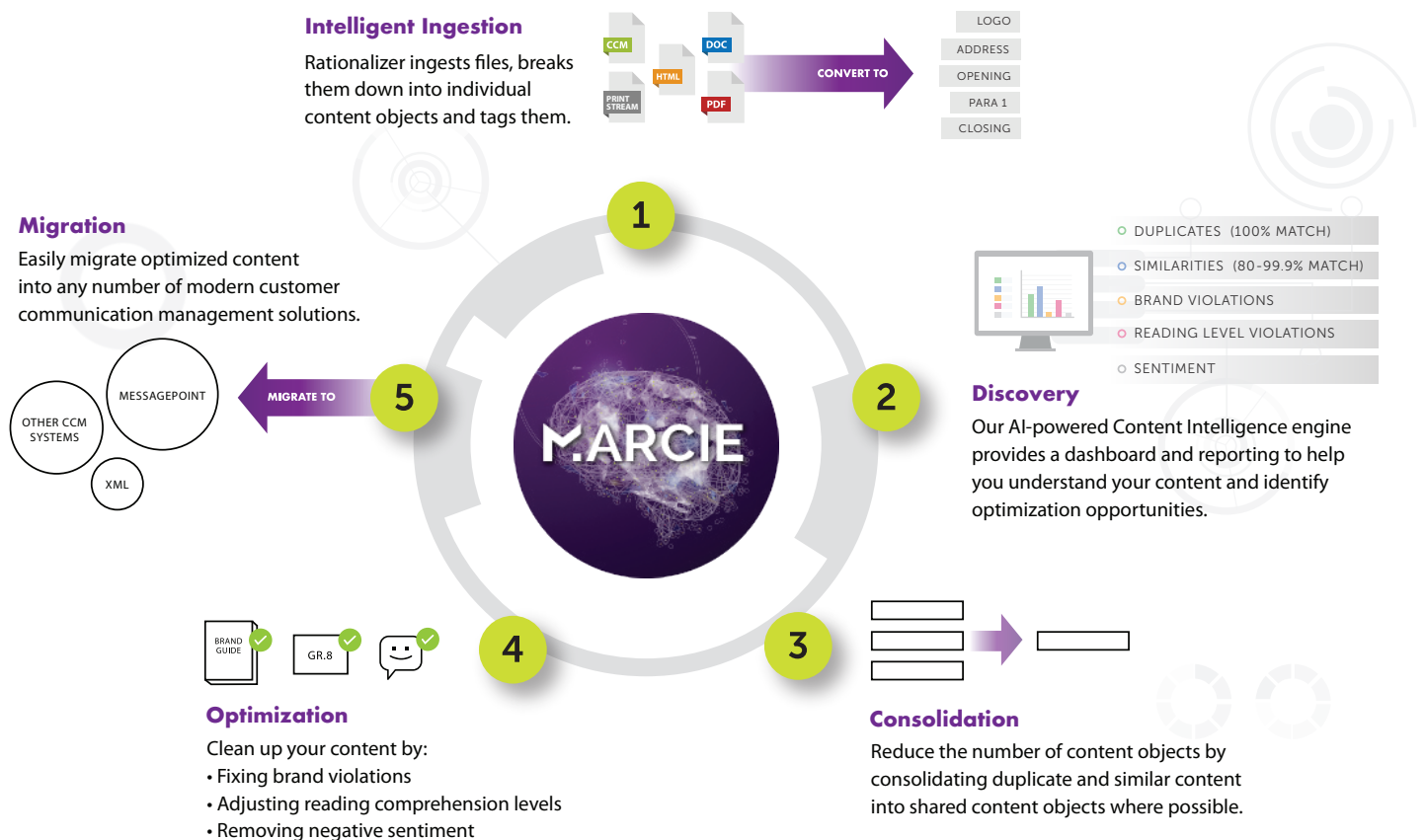
Unfortunately, the traditional manual approach to migrating legacy communications is the single largest barrier to modernization and typically costs millions of dollars and requires years of effort.

That's why we built Rationalizer.

Optimize & migrate content using the power of AI

Rationalizer leverages the Messagepoint Advanced Rationalization and Content Intelligence Engine (MARCIE), our artificial intelligence, machine learning, and natural language processing-powered Content Intelligence engine, to simplify content migration by making it easy to get your content off of legacy systems and into modern environments. While most approaches merely lift and shift your content, bringing along all the old problems with it, Rationalizer enables your content experts to consolidate and optimize the content, efficiently to cleaning up your content inventory.

Rationalizer

Intelligent Ingestion

Rationalizer ingests files, breaks them down into individual content objects and tags them.

CCM · PRINT STREAM · HTML · DOC · PDF · **CONVERT TO**

LOGO
ADDRESS
OPENING
PARA 1
CLOSING

Migration

Easily migrate optimized content into any number of modern customer communication management solutions.

MESSAGEPOINT · OTHER CCM SYSTEMS · XML · **MIGRATE TO**

MARCIE

1 · **2** · **3** · **4** · **5**

○ DUPLICATES (100% MATCH)
○ SIMILARITIES (80-99.9% MATCH)
○ BRAND VIOLATIONS
○ READING LEVEL VIOLATIONS
○ SENTIMENT

Discovery

Our AI-powered Content Intelligence engine provides a dashboard and reporting to help you understand your content and identify optimization opportunities.

Optimization

Clean up your content by:
• Fixing brand violations
• Adjusting reading comprehension levels
• Removing negative sentiment

BRAND GUIDE · GR.8

Consolidation

Reduce the number of content objects by consolidating duplicate and similar content into shared content objects where possible.

Intelligently ingest content

Rationalizer automates the ingestion of your content, enabling you to take content libraries from legacy platforms 99% faster and with far less cost than manual services led approaches. In the process, metadata tags are assigned to content, automating a key process in the migration process. Finally, you can complete large-scale migration projects with ease.

Content can be ingested from Word, PDF, HTML, print streams, and other CCM systems.

5 reasons to choose Rationalizer:

- Reduces time to migrate, tag and consolidate content by an average of 99%

- Reduces cost by an average of 57%

- Scales to handle enterprise-wide migration programs

- Reduces the number of content objects under management by an average of 70%

- Optimizes content to improve the quality of communications

Document Upload   ✕

+ Add files...   ⬆ Start upload   ⊘ Cancel upload

TAGS [   ]

CC Letter 1

52.44 KB | application/vnd.openxmlformats-officedocument.wordprocessingml.document

CC Letter 2

52.43 KB | application/vnd.openxmlformats-officedocument.wordprocessingml.document

CC Letter 3

52.44 KB | application/vnd.openxmlformats-officedocument.wordprocessingml.document

Discover your content

Through the rationalization process, the Content Discovery Dashboard and drill down reports give you detailed, actionable insights into your corpus of communications.
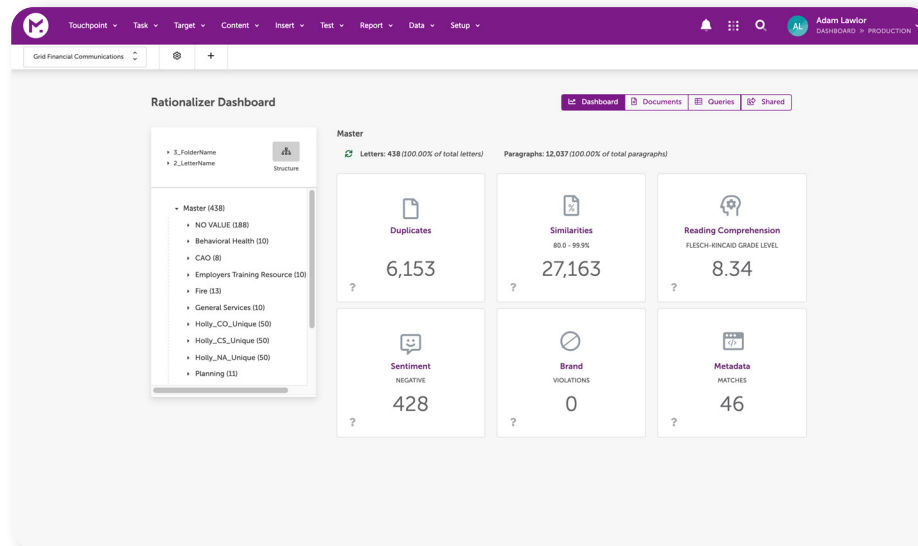
Consolidate your content

Find duplicate and similar content within your content inventory, providing opportunities to consolidate messages, leading to greater efficiency in managing omni-channel communications.
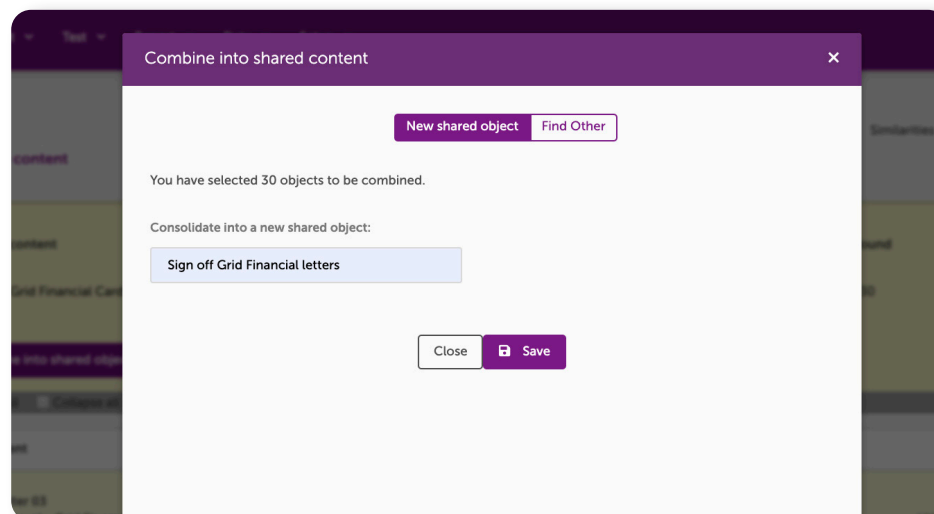
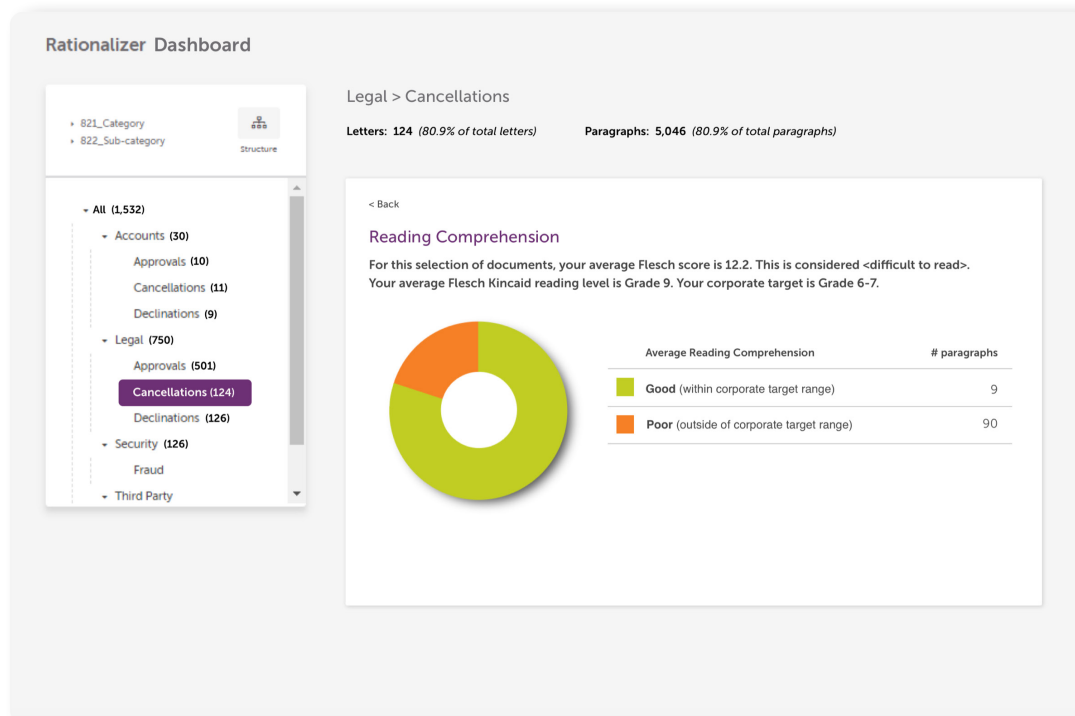# Don't just lift and shift your content— optimize it!

Rationalizer's analysis reveals actionable insights for cleaning up your content, to make it more manageable and eliminate issues that negatively impact the customer experience. What would normally take teams months or even years of manual effort, can now be done in a fraction of the time with greater accuracy and far less cost by harnessing the power of AI.

Rationalizer enables you to:

- eliminate brand guideline violations,

- adhere to reading level requirements (using Flesch-Kincaid scoring), and

- ensure the appropriate sentiment is conveyed.

> " *Content and template rationalization should be a goal of every CCM professional — fewer templates are easier to manage, can be more easily adapted for omni-channel or better customer experience (CX), and generally make it easier for the business to own and manage communications themselves.* "
>
> **Kaspar Roos, Aspire**

Rationalizer Dashboard

821_Category
822_Sub-category
Structure

- All (1,532)
  - Accounts (30)
    - Approvals (10)
    - Cancellations (11)
    - Declinations (9)
  - Legal (750)
    - Approvals (501)
    - **Cancellations (124)**
    - Declinations (126)
  - Security (126)
    - Fraud
  - Third Party

Legal > Cancellations

Letters: 124 *(80.9% of total letters)*   **Paragraphs: 5,046** *(80.9% of total paragraphs)*

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Reading Comprehension

For this selection of documents, your average Flesch score is 12.2. This is considered <difficult to read>. Your average Flesch Kincaid reading level is Grade 9. Your corporate target is Grade 6-7.

Average Reading Comprehension	# paragraphs
Good (within corporate target range)	9
Poor (outside of corporate target range)	90

Migrate content to your new environment

Once your content is consolidated and optimized, you are ready to move it into Messagepoint or via an XML export, to another customer communications management environment.
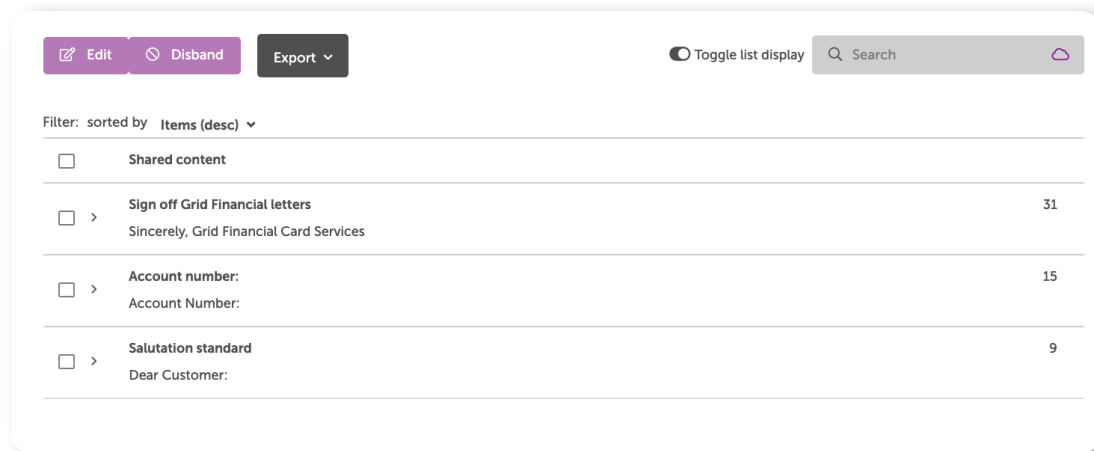
Rationalizer also optimizes your use of Messagepoint

Rationalizer also enables your content authors to identify how to best leverage the unique content sharing capabilities of the Messagepoint platform should you decide to use it for ongoing content management.

The power to modernize

With Rationalizer you can accelerate migration and optimize your content.

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

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