

Need a way to get your **insurance communications** on the fast track?

The old way of doing things just won't cut it anymore.

You can keep going the painfully slow way or...



Learn how to get things done faster and better with Messagepoint.

Messagepoint is the right tool to handle your customer communications.



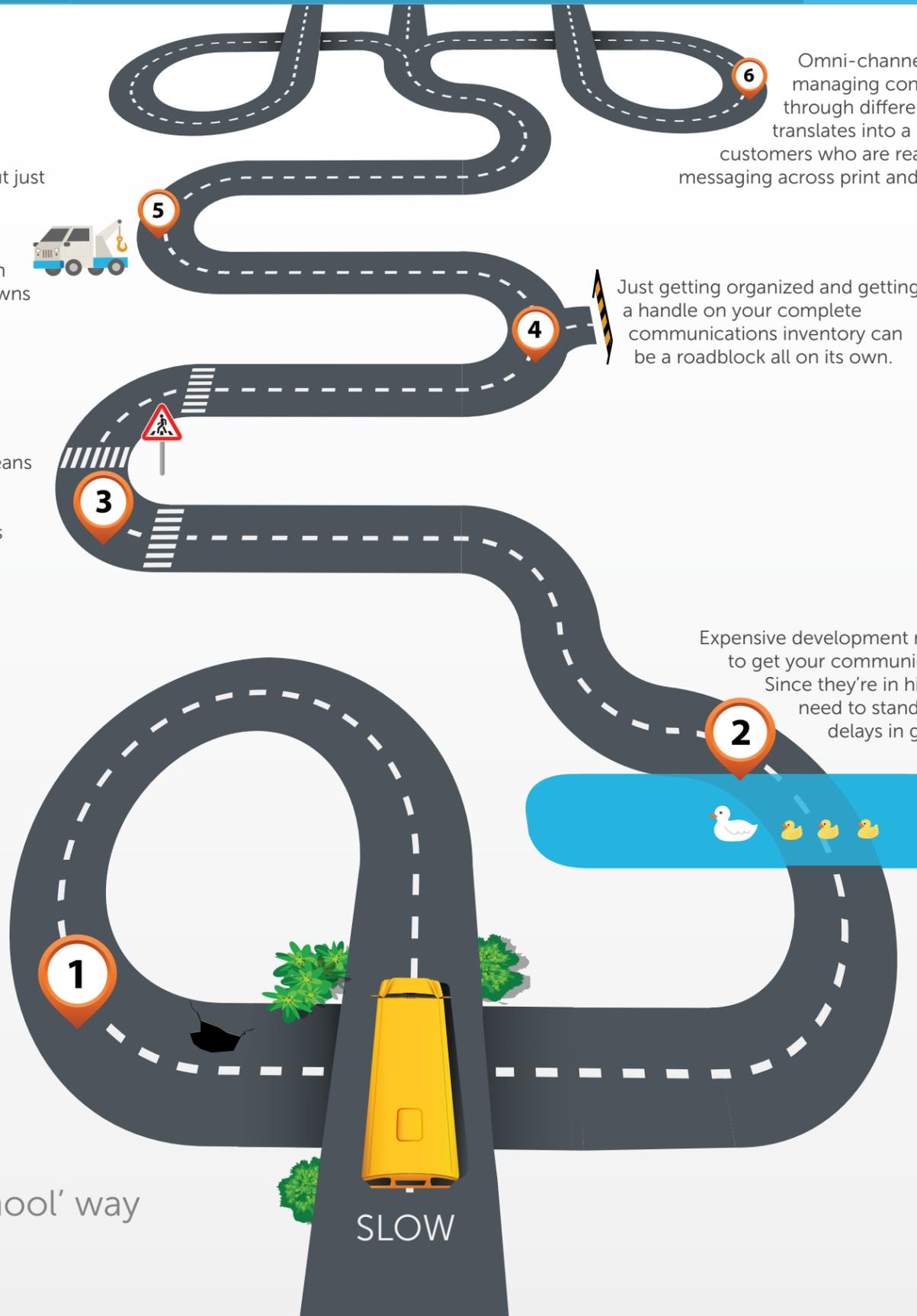
Messagepoint is your ticket to the fast lane.

IT is usually reliable, but just incredibly busy. Take a number, your turn will come, eventually. An over-reliance on IT can mean serious breakdowns along the way.

Manual, email-based approval processes means that traceability and accountability are not guaranteed, and delays in responding (if it all) are inevitable.

Managing content and rules through complex spreadsheets can slow you down and impact your ability to react to changing market conditions. After all, you're not sending spreadsheets to customers, but customer-friendly digital and print communications.

The 'old-school' way



6 Omni-channel publishing usually means managing content in multiple tools, even through different IT groups. This often translates into a poor experience for customers who are reading inconsistent messaging across print and digital channels.

5 Just getting organized and getting a handle on your complete communications inventory can be a roadblock all on its own.

4 Expensive development resources are needed to get your communications out the door. Since they're in high demand, you often need to stand in line, and accept delays in getting the word out.

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SLOW



6 **Omnichannel communications**
Quickly deploy your communications to any channel while future-proofing your organization. Messagepoint seamlessly delivers to both print and digital channels.

5 **Make changes – faster**
Make changes and release communications faster than ever before. Without having to rely on IT, changes can be made and deployed within minutes or hours.

4 **Take control of your content**
Get a jump on the competition by taking advantage of Messagepoint's powerful variation management feature and shared libraries to organize content and gain control over your complete (and often complex) communications inventory.

3 **Improve workflow**
Speed up your workflow process with Messagepoint's integrated content approval capabilities.

2 **Powerful targeting**
Leverage Messagepoint's powerful targeting features to keep things moving and eliminate manual processes and unnecessary software coding.

1 **Empower your business**
Messagepoint is a cloud-based messaging platform designed to securely connect business users and their customer communications content to IT production systems. Eliminating spreadsheets, redundant efforts and IT bottlenecks gets content out of the gate, fast.

FAST

