

Want to learn more about leveraging communications automation with GenAI in your contact center? Schedule a demo today.



Scan or click [here](#) to begin.

WHITEPAPER

7 Misconceptions about communications automation and GenAI in the contact center

TABLE OF CONTENTS

Introduction

Misconception #1:

Customers don't want to talk to an AI bot

Misconception #2:

Communications automation can't resolve customer requests

Misconception #3:

AI bots can hurt the customer experience

Misconception #4:

Deploying communications automation with GenAI is a huge risk for the business

Misconception #5:

Outsourcing a solution is more expensive than building your own

Misconception #6:

Communications automation with GenAI solutions should replace live agents and staff

Misconception #7:

We're not ready for AI

Conclusion

IntelePeer's communications automation with GenAI solution

ABOUT INTELEPEER

IntelePeer delivers rapidly deployable communications solutions for an always-connected world. Powered by AI and analytics, our omnichannel platform instantly improves your customers' communications experience. IntelePeer provides industry-leading time-to-value with solutions that work seamlessly with existing business software and infrastructure. Our no-code templates and low-code, co-creation options provide customers with easy-to-use tools that can be utilized by anyone and are also accessible through developer APIs. For more information, visit intelepeer.ai.

Introduction

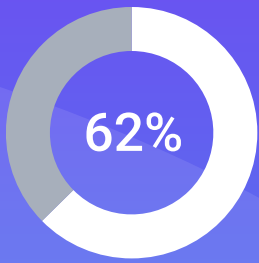
As communications automation and generative artificial intelligence (GenAI) continues to transform the very core of contact centers – from operations to customer satisfaction and journeys – several misconceptions and myths persist, casting doubt on the efficacy and impact of the technology. In reality, the technology is prompting contact centers to explore innovative ways to improve customer outcomes while becoming more agile and responsive.

Today, contact center communications automation is a modern approach to customer satisfaction. It is an evolving field that harnesses technology to automate initial customer interactions and provide self-service while addressing intricate and nuanced issues and needs.

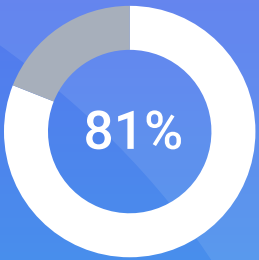
Traditionally, contact centers have served as vital touchpoints for customer engagement and support. However, the rise of communications automation and GenAI technologies is transforming these centers into hubs of innovation and efficiency. By automating routine communications, tasks, and processes, such as reminders, appointment scheduling, prescription refills, and billing inquiries, contact centers can streamline operations and free up valuable resources for more personalized and impactful customer interactions.

Moreover, communications automation with GenAI is enabling contact centers to offer a more tailored and proactive approach to customer care. By analyzing customer interaction data, CRM data, and using predictive analytics, communications automation systems with GenAI can anticipate customer needs, streamlining resolutions and creating opportunities for upselling. This proactive approach not only improves customer satisfaction but also enhances the overall customer experience (CX) by committing to a personalized and proactive CX delivery.

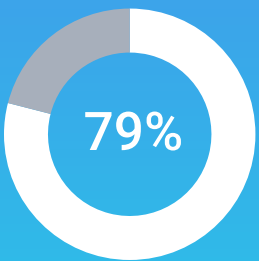
In this whitepaper, we dispel the seven main misconceptions about communications automation and GenAI in the contact center. The whitepaper will show how, on the contrary, the technology enhances the efficiency and effectiveness of contact center operations, enabling contact centers to respond to customer inquiries more quickly and accurately, with a positive effect on customer satisfaction.



62%
of customers
prefer self-service
over a live agent



81%
of Americans
say the ability to
schedule appointments
online would make the
scheduling process
much easier



79%
of Americans want
the ability to use
technology to manage
their customer
experience

Misconception #1:

Customers don't want to talk to an AI bot

The idea that customers prefer human interaction over automated systems is prevalent. However, several studies have shown that customers increasingly embrace technology-enabled communication channels for their convenience and accessibility.

A Nuance study shows that 62%¹ of customers prefer self-service options over contacting a live agent or staff member. By offering efficient self-service options and personalized interactions, automated systems can complement human interactions, meeting diverse customer preferences, and enhancing overall satisfaction. Customers can quickly resolve their issue without ever speaking to a human.

According to data from the Harris Poll, more than four in five² Americans (81%) say that the ability to schedule appointments online would make the scheduling process much easier; also, more than three quarters (79%) want the ability to use technology when managing their customer experience. Customers have increasingly become adept at and partial to interacting via automated channels, as it allows them to do so quickly, effectively, and 24/7/365.

Misconception #2:

Communications automation can't resolve customer requests

Another misconception is that communications automation is limited in its ability to address complex customer inquiries and requests effectively. However, GenAI and natural language processing (NLP) have enabled automated systems to understand and respond to a wide range of customer queries with empathy, accuracy, and efficiency.

Through intelligent routing, context-aware responses, and seamless integration with backend systems, communications automation with GenAI can effectively resolve almost every customer request. AI-powered communications channels with and Natural Language Processing (NLP) capabilities can understand customer sentiment and the context of the interaction to solve queries more effectively and with a humanized touch.

1 Source: *Zendesk*, [Self-service: do customers want to help themselves?](#), May 17, 2023.

2 Source: *Medical Economics*, [69% of patients would switch providers for better services](#), Feb. 15, 2022.

By using customer interaction data and integrating with CRMs, AI-powered systems can quickly and effectively answer questions and securely provide information – all with a personalized touch. Communications Automation Platforms (CAP) seamlessly integrate with knowledge bases containing extensive information and frequently asked questions to address customer concerns.

Misconception #3:

AI bots can hurt the customer experience

There is a misconception that bots and automated systems can detract from the customer experience by lacking empathy and personalized attention. However, communications automation, NLP capabilities, and GenAI enhance the customer experience by providing prompt, consistent, and empathetic interactions. By using interaction data, communications automation systems can deliver tailored support, proactive communication, and relevant information, ultimately improving customer satisfaction and engagement.

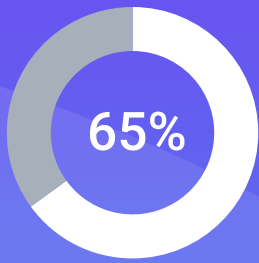
These functionalities establish a conversational rhythm akin to human communication from the customer's perspective, fostering an experience that feels human, natural, and immersive. The integrated GenAI models are crafted to mirror empathy in their customer interactions, guaranteeing that customers experience a human level of understanding and appreciation.

Customers won't feel like they are interacting with a machine. Communications automation with GenAI is the foundation for a sympathetic system that understands customer intent and sentiment, while simultaneously using unique data to offer a tailored service, boosting customer experience to the next level.

Misconception #4:

Deploying communications automation with GenAI is a huge risk for the business

Some organizations worry that the deployment of communications automation with GenAI is a risky endeavor. However, when implemented strategically, the technology mitigates risks, improves operational efficiency, and drives cost savings. By conducting thorough assessments, piloting initiatives, implementing guardrails, and establishing clear performance metrics, contact centers can minimize risks associated with communications automation with GenAI deployment and maximize returns on investment.



65%
of customers have much higher expectations when it comes to customer service than they did just a year ago

Contrary to this myth, automating customer communications offers sound advantages in critical performance metrics: Higher first contact resolution (FCR) rates, lower average handling time (AHT), reduced abandonment rate (AR), higher quality assurance (QA) scores, significantly lower cost per contact, and ultimately, unparalleled customer satisfaction.

Improving on these critical metrics has a direct impact on the business, as better efficiency and a leveraged customer experience improves customer loyalty – according to statistics, 65%³ of customers expect higher customer service than they did the previous year.

Misconception #5:

Outsourcing a solution is more expensive than building your own

There is a misconception that outsourcing communications automation with GenAI solutions is more expensive than developing in-house capabilities. However, outsourcing offers several benefits, including access to specialized expertise, managed services, faster implementation timelines, no-code/low-code solutions, and reduced operational overhead. By partnering with experienced vendors and using cloud-based solutions like IntelePeer's, organizations can achieve cost-effective communications automation initiatives without compromising on quality or scalability.

Communications automation solutions layer over the top of existing platforms, allowing for fast implementation and easy scalability without disruption to current communications, as specialized providers already have established frameworks, tools, and processes in place. This accelerates the deployment timeline and enables faster time-to-value. Contact centers can therefore focus on their core competencies, such as customer service excellence and strategic initiatives, while leaving the management of communications automation infrastructure to external experts. When it's time for the organization to upgrade their contact center or collaboration center, they don't need to replace their communications automation platform as well. The solution continues to layer over the top of the new platform, guaranteeing seamless communications during the transition.

Trusting an external partner offers ongoing support, maintenance, and updates for communications automation solutions, ensuring continuous improvement and optimization. They proactively monitor performance metrics, identify areas for enhancement, and implement updates to enhance efficiency and effectiveness. Top providers also offer innovative communications automation technologies and innovations that may not be feasible for contact centers to develop or implement in-house. This enables contact centers to stay competitive and leverage the latest advancements in communications automation.

Misconception #6:

Communications automation with GenAI technology should replace live agents and staff

Contrary to the belief that communications automation should entirely replace human agents and staff members in contact centers, the best approach is to strike a balance between automated and human interactions. By using communications automation to augment rather than replace human capabilities, organizations can deliver more personalized, efficient, and empathetic customer experiences, while freeing up agents and staff members to focus on high-priority tasks.

It's critical for the human touch of contact centers to strike through the customer. Today, human agents remain indispensable in modern customer treatment, and achieving successful outcomes involves a synergy of contact center proficiency and innovative technology. Humans can harness the power of communications automation and GenAI to collect vital data, tailor communications, personalize interactions, and deliver a superior, empathetic experience.

Misconception #7:

We're not ready for GenAI

One of the most common misconceptions is that contact centers are not ready to embrace communications automation with GenAI due to concerns about readiness, infrastructure, and workforce capabilities. However, the technology has already been successfully deployed in various contact center settings, driving improvements in customer communications, operational efficiency, and clinical outcomes.

By investing in training, infrastructure upgrades, and change management initiatives, contact centers can prepare their workforce and infrastructure to harness the transformative potential of

communications automation with GenAI effectively. The sheer capabilities of intelligent communications automation in terms of KPIs and customer satisfaction are prompting companies to deploy AI-powered solutions to keep up with the revolutionary changes in the industry.

Today, communications automation with GenAI solutions can seamlessly integrate with existing contact center infrastructure, including CRM systems, IVR platforms, and workforce management tools. This integration facilitates the adoption and deployment of the technology without requiring significant changes to existing processes.

Conclusion

Often, misconceptions stem from lack of knowledge or fear of change. In the contact center industry, communications automation with GenAI is unlocking a myriad of possibilities, enabling contact centers to offer the ultimate customer experience while becoming more agile, responsive, and effective.

Using algorithms and machine learning capabilities, GenAI systems can analyze vast amounts of data, predict customer preferences and behaviors, and proactively address their needs. This level of insight enables contact centers to offer tailored solutions, anticipate customer concerns, and deliver prompt interventions, enhancing overall customer satisfaction.

Furthermore, communications automation with GenAI enables contact centers to operate more efficiently and effectively, reducing wait times, minimizing errors, and improving service quality. Routine tasks such as appointment scheduling, prescription refills, and billing inquiries can be automated, allowing contact center agents and staff members to focus on more complex issues that require human ability and empathy.

In addition to improving operational efficiency, communications automation with GenAI enables contact centers to adapt to changing customer needs and market dynamics rapidly. By analyzing real-time data and trends, communications automation with GenAI can find emerging patterns, opportunities, and areas for improvement, enabling contact centers to stay ahead of the curve and deliver innovative solutions that meet customer expectations.

Achieve best-in-class customer satisfaction with the IntelPeer's communications automation with GenAI solution

With IntelPeer's cloud-based, AI-enhanced, Communications Automation Platform (CAP), you can automate your contact center to improve and humanize interactions, while boosting customer satisfaction.

The IntelPeer platform is designed with contact centers in mind, offering a tailored solution that streamlines your processes, increases revenue, saves costs, and delights your customers.



Are you ready to unlock the power of customer interaction data and self-service automation in the contact center? Schedule a demo today.

Scan or click [here](#) to begin.

Get in touch with IntelPeer:

intelepeer.ai

info@intelepeer.com

(877) 336-9171