

# 4 key elements of every Communications Automation Platform

What to assess before selecting a Communications Automation Platform (CAP)

As **Communications Automation Platforms (CAP)** emerge, organizations have the opportunity to transform their communications through low-effort applications. The result is on-the-fly, custom communications that meet consumer demands while streamlining employee productivity.

**How can your organization guarantee they select the best CAP for your unique needs?**

Review the following elements while you're comparing CAP options to guarantee your organization selects the right provider.

<p><b>1. Primary CAP requirements</b></p> <p>Aragon Research identified the CAP technology category and required elements in their 2023 research note, <a href="#">"The Shift to Communications Automation"</a>. Aragon's primary requirements should be met for the platform to be labeled as a CAP.</p>	<p><b>Other provider</b></p>	<p></p>
<p>Interconnected omnichannel capabilities and automation</p>		<p><input checked="" type="checkbox"/></p>
<p>Drag-and-drop workflows and pre-built templates</p>		<p><input checked="" type="checkbox"/></p>
<p>No-code or low-code applications, usable with little to no programming knowledge</p>		<p><input checked="" type="checkbox"/></p>
<p>In-depth analytics that compile advanced insights across all communications channels</p>		<p><input checked="" type="checkbox"/></p>
<p>Integrations for commonly used apps and social media tools should be available</p>		<p><input checked="" type="checkbox"/></p>
<p><b>2. AI and self-service</b></p> <p>AI and self-service features are the cornerstone of true automation. To deliver dynamic, engaging communications, the CAP should provide the below features.</p>	<p><b>Other provider</b></p>	<p></p>
<p>Artificial intelligence, machine learning (ML), ChatGPT and generative AI, supported by natural language processing (NLP)</p>		<p><input checked="" type="checkbox"/></p>
<p>Cloud-based routing and cloud queuing to decrease customer resolution time and streamline agent productivity</p>		<p><input checked="" type="checkbox"/></p>
<p>Automated, self-service functionality</p>		<p><input checked="" type="checkbox"/></p>
<p>Data intelligence and interoperability supported by CRM integrations</p>		<p><input checked="" type="checkbox"/></p>
<p><b>3. Security and reliability</b></p> <p>Staying compliant with security regulations and delivering 99.999% reliability is critical for both your customers and your organization. Your CAP should meet the following criteria.</p>	<p><b>Other provider</b></p>	<p></p>
<p>Maintain a secure enterprise network, subjected to regular vulnerability testing</p>		<p><input checked="" type="checkbox"/></p>
<p>Adhere to disciplined network permissions, limited to authorized personnel</p>		<p><input checked="" type="checkbox"/></p>
<p>Conduct highly disciplined, monitored upgrades to the network/network systems</p>		<p><input checked="" type="checkbox"/></p>
<p>Direct private pathways into and out of their network</p>		<p><input checked="" type="checkbox"/></p>
<p>Encrypt signaling, voice, and media (TLS/SRTP)</p>		<p><input checked="" type="checkbox"/></p>
<p>Provide SMS APIs that power two-factor authentication and instant fraud alerts</p>		<p><input checked="" type="checkbox"/></p>
<p>Never collect/store DTMF digits or audio recordings</p>		<p><input checked="" type="checkbox"/></p>
<p>Maintain Service Provider Level 1 PCI compliance</p>		<p><input checked="" type="checkbox"/></p>
<p>Hold SOC2 Type II certification</p>		<p><input checked="" type="checkbox"/></p>
<p>Deliver cloud queuing to manage high-call volumes</p>		<p><input checked="" type="checkbox"/></p>
<p>99.999% uptime</p>		<p><input checked="" type="checkbox"/></p>
<p>Deliver 3X redundancy</p>		<p><input checked="" type="checkbox"/></p>
<p><b>4. Provider differentiators</b></p> <p>Selecting the right CAP provider is critical to your success. Ensure your provider is best-in-class by confirming their CAP can help you excel with the following criteria.</p>	<p><b>Other provider</b></p>	<p></p>
<p>The provider is the leader in the CAP category</p>		<p><input checked="" type="checkbox"/></p>
<p>The provider can deliver caller ID reputation management that integrates number registration, monitoring, and remediation</p>		<p><input checked="" type="checkbox"/></p>
<p>The provider can deliver Inbound spam filtering that assesses the validity of calls and excludes spam before the call makes it to agents</p>		<p><input checked="" type="checkbox"/></p>
<p>The platform can layer OTT of multiple instances, connecting data from disparate contact center platforms</p>		<p><input checked="" type="checkbox"/></p>
<p>The provider can deliver 24/7/365 professional support from the engineers who built the solution</p>		<p><input checked="" type="checkbox"/></p>

Are you ready to simplify and accelerate communications at your organization? As the leader in CAP technology, IntelePeer's Smart Automation platform lowers the cost of doing business, while improving customer experience and accelerating ROI. All without ripping and replacing your current infrastructure. Contact IntelePeer to get started now.

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