12 critical factors to assess when selecting a communications automation provider

A checklist for modernizing your contact center without ripping and replacing

Contact centers play a critical role in driving a great customer experience. As consumer demands increase and the economy evolves, contact centers need to be able to adapt quickly and easily.

The solution is communications automation. Delivered via a communications automation platform (CAP), communications automation delivers omnichannel, artificial intelligence (AI), and self-service solutions that layer over the top (OTT) of your existing contact center platform. The solution turbocharges your contact center capabilities — helping to streamline agent resources, time, and cost.

Selecting the right provider is critical to your success. Not all communications automation providers are equal. *Use the following checklist to review your current or potential automation provider.*

Features and capabilities	Comparative provider	IntelePeer
Does the solution really deliver omnichannel applications? *Omnichannel and multichannel are not synonymous.* Multichannel communications aren't interconnected; that means many customers are likely getting impersonal, disjointed communications. Omnichannel communications deliver a truly seamless customer experience across all connected channels.		✓
Does the solution leverage generative artificial intelligence (AI)? Implementing automation that uses generative AI supported by natural language processing (NLP) allows you to completely contain calls and deliver personalized, intelligent, and insightful interactions, without a human agent.		✓
Does the solution include cloud-based routing? Cloud-based routing decreases customer resolution time and streamlines agent productivity by helping callers get to the right agent at the right time.		✓
Does the solution supply automated self-service options? Automating self-service options empowers customers to handle tasks independently (like appointment scheduling, paying bills, and buying products) while simultaneously freeing up agent workload.		✓
Does the solution deliver contextual notifications? Contextual notifications supported by CRM integrations allow contact centers to automate SMS, voice, and chat notifications to alert customers about inquiries, status, and more based on the customers' omnichannel engagement.		✓
Does the solution compile comprehensive, advanced analytics? The ability to capture and measure interactions is critical to your ability to measure success, see gaps in the customer experience, and improve customer communications and agent processes.		✓
Does the solution deliver the security and reliability to keep your contact center up and running when the unexpected occurs? High-security-powered technology helps contact centers deliver protected, reliable communications and customer service. Solutions should include fraud protection, 3x redundancy, 99.999% uptime, two-factor authentication, PCI compliance, and data encryption.		✓
Does the solution include caller ID reputation management? When contact center phone numbers are marked as spam or unknown, customer trust and agent productivity decrease. Caller ID reputation management integrates number registration, monitoring, and remediation, ensuring that your numbers are accurately labeled on caller ID.		✓
Does the solution include inbound spam filtering? Inbound spam calls reduce agent productivity, increase wait times for genuine callers, and skews reporting. Inbound spam filtering assesses the validity of calls and excludes spam before the call makes it to agents.		✓
Can the solution be implemented without developer resources? Fast time-to-market and scalability are critical to meet swiftly evolving consumer demands. Utilizing low-code/no-code, pre-built workflow template applications requires zero or minimal coding to deploy, helping contact centers rapidly implement all updates.		✓
Can the solution interconnect data from multiple contact center instances? The ability to layer OTT of multiple instances allows organizations to connect data from disparate contact center platforms that are inherited over time and acquisition.		✓
Does the solution include expert managed services? Low-code/no-code solutions can be customized for unique business needs. Experts deliver 24/7/365 professional support from the engineers who built the solution, delivering the ability to customize without internal heavy lifting.		✓

Are you ready to modernize your contact center and surpass evolving consumer expectations without ripping and replacing existing infrastructure? Contact IntelePeer to get started now.

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Do you want to learn more about accelerating your customer engagement with generative AI and automation? Schedule an AI and automation Customer Interaction Intent Study with IntelePeer now.

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