

# Consumer expectations have changed for good

## Can your contact center deliver?

In the past, contact centers have operated on multi-year contracts with expensive and time-consuming maintenance and upgrades. As a result, they have been slow to adapt to new technology, consumer demands, and agent needs.

To stay competitive in today's fast-evolving digital landscape, contact centers need fast access to automation, AI, and self-service capabilities. Today's consumers demand a best-in-class customer experience (CX), omnichannel communications, self-service options, proactive support, and fast resolution time. And if their demands aren't met, they'll go to the competition.

Consider this:

**75%**<sup>1</sup>

of consumers look forward to a consistent, omnichannel experience

**49%**<sup>2</sup>

of consumers use an average of 3-5 different communication channels to contact customer service



**73%**<sup>3</sup>

of consumers will likely change brands if they don't receive an omnichannel experience

**87%**<sup>4</sup>

of consumers want proactive customer service from the companies they buy from

**73%**<sup>5</sup>

of customers prefer to solve issues on their own

**86%**<sup>7</sup>

of agents feel that they don't have the resources to deal with customers effectively

**75%**<sup>6</sup>

of a non-automated, agent-facing support call is spent searching for client account information



- 1.) 75%
- 2.) 49%
- 3.) 73%
- 4.) 87%
- 5.) 73%
- 6.) 75%
- 7.) 86%

## Exceed consumer expectations using communications automation

Modernize your contact center and surpass evolving consumer expectations without ripping and replacing using communications automation. Delivered by IntelPeer's communications automation platform (CAP), Smart Automation layers over the top (OTT) of your existing contact center platform. The solution turbocharges your contact center capabilities without the cost and disruption of moving to a new service provider.

### Communications automation means:



**Omnichannel automation**  
Send personalized, automated communications to your customers on their preferred channels.



**Artificial intelligence**  
Deliver proactive, intelligent, and insightful interactions to customers for fast resolution time.



**Self-service options**  
Empower customers and free up agent workload with automated processes that allow customers to handle tasks independently.



**Smart IVR**  
Tailor your phone tree menus with ease and get your customers to the right place, the first time.



**Advanced analytics**  
Capture and measure interactions to improve customer communications and agent processes.



**Customer service engagement**  
Alert customers and agents with automated omnichannel notifications and communications.

### With IntelPeer's Smart Automation solution, you can:



**Build quickly**  
Create custom low-code / no-code communication solutions to immediately solve common needs faster and enhance CX.



**Scale faster**  
Deploy solutions that scale to your growing organization, add new users, and support millions of interactions.



**Access expert partners**  
Partner with IntelPeer's managed services to gain expertise, customize processes, and accelerate implementation.

*Improve customer experience and agent operations with IntelPeer's Smart Automation solution today.*

**Contact IntelPeer to get started now.**



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