14 key benefits to improving customer interactions with communications automation

With the arrival of intelligent communications automation, contact centers can increase customer interactions and become more profitable, all while improving customer experience and eliminating contact center seats.

Read this listicle to learn about the power of communications automation with generative AI and how it can transform your customer interactions. All without the need for a human agent.

Customer service personalization

Tailoring customer interactions is essential to delivering best-in-class customer experience. Communications automation with AI allows contact centers to identify intent, sentiment, and voice nuances to offer unique personalized answers during critical moments of the interaction. *Communications automation with AI can:*

01. Decipher the underlying intent behind customer inquiries.

02. Predict customer intent based on patterns and similarities with past queries.

03. Identify sentiment by examining the words used, grammatical structure, and context.

04. Recognize emotional cues in speech, such as pitch, tone, and intensity.

Improved communication

Poor communication and understanding of customer queries are major pain points that create long customer wait times, low query resolution, and overall customer dissatisfaction and churn. With communications automation, *contact centers can:*

05. Efficiently manage routine inquiries and tasks using automated self-service, enabling customers to resolve straightforward issues without requiring human assistance.

06. Provide real-time assistance during customer interactions by offering precise information, suggestions, or prompts based on the conversational context.

07. Anticipate customer behavior and preferences, empowering contact centers to offer proactive and personalized communication strategies.

08. In the rare case that a human agent is needed, seamlessly automate the routing of incoming inquiries to the most suitable department by leveraging factors such as customer history, query type, and resource availability.

Empathic self-service

62%[1] of customers prefer self-service options over contacting a live agent. This consumer trend represents an opportunity for contact centers to improve interactions, *since:*

09. Customers can retrieve information and address queries on their own, reducing wait times and improving time-to-resolution.

10. Self-service options offer round-the-clock access to information, thereby decreasing the number of inquiries that necessitate agent assistance.

11. Self-service options empower customers to access information regarding product details, policies, and other pertinent data, while AI can swiftly identify intent and customer sentiment.

Omnichannel communications

Omnichannel communications guarantee a smooth experience for customers, enabling effortless transitions between various communication channels like phone, email, chat, or social media. With omnichannel communications powered by communications automation with AI, *contact centers can:*

12. Offer convenience and flexibility, catering to customers on their preferred channels, meeting them where they are most comfortable.

13. Deliver streamlined communications, so that customers receive consistent service and information.

14. Foster trust and confidence in the brand, ultimately enhancing the overall customer experience.

Sources: 1. Nuance

Are you ready to improve your customer interactions at the contact center while becoming more efficient and profitable? As the leader in intelligent communications automation technology, IntelePeer's platform lowers operational and staffing costs while improving customer experience and accelerating ROI. All without ripping and replacing your current infrastructure.

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