

15 ways to turbocharge the contact center with communications automation and AI

AI is predicted to reduce agent labor costs by \$80 billion¹ in 2026. When applied with communications automation, AI can help contact centers downsize seats, streamline operations, and improve CX.

The result?

Revenue growth, the ability to handle more customer interactions, and improved scalability.

Read this listicle to understand how communications automation accelerated with AI can transform your contact center.



Routine task automation

Communications automation allows contact centers to automate tasks that once required a human agent, eliminating the need for extra contact center seats. *The benefits are:*

01. Streamlined, increasingly efficient staff that leverage automation to serve customers at the highest level.
02. Categorization of and redirection of customer queries to the most suitable agent, reducing the necessity of human intervention.
03. AI-powered appointment scheduling and management, allowing users to engage in natural conversations with a virtual agent instead of a human agent.
04. Intelligent chatbots that handle routine queries, FAQs, and basic problem-solving by providing instant responses.



Flexible scaling and de-scaling

Demand fluctuation is one of contact centers' biggest headaches with a direct impact on agent availability and staffing strategies. Through intelligent communications automation, *contact centers can:*

05. Avoid overstaffing and underutilization of resources during low demand hours, programming AI and communications automation to tackle client queries during those times.
06. Maintain low operational costs and uphold a cost-effective staffing model.
07. Downsize quickly, while elevating productivity.
08. Harness real-time customer data to glean valuable insights into preferences, history, and behavior.



Self-service customer empowerment

62%² of customers prefer self-service options over contacting a live agent. This consumer trend represents an opportunity for contact centers to reduce staff while offering top customer service. *Customers can:*

09. Independently access information and address concerns, reducing waiting times and improving time to resolution.
10. Gain immediate access to information 365/24/7 through self-service, reducing the volume of calls requiring agent intervention.
11. Conduct transactional processes such as order placements, account inquiries, and payment processing without a human agent.



Virtual agents

Virtual agents are the enablers of automated customer interactions. They can help contact centers reduce staff and optimize processes from a day-to-day operations perspective. *Virtual agents can:*

12. Guide users through troubleshooting processes for common issues, resolving problems without the need for agent intervention.
13. Quickly retrieve information on a wide range of topics, including product details, service offerings, and general knowledge.
14. Share instant answers to customer queries and guide customers through common issues, policies, and procedures.
15. Analyze customer preferences and behavior to provide personalized product or service recommendations, based on previous selections and interactions.



Sources: 1. Gartner 2. Nuance

Are you ready to transform your contact center with communications automation and AI? Contact IntelPeer to get started now.

intelepeer.ai/contact-us
(877) 336-9171
sales@intelepeer.com

 IntelPeer.



Do you want to learn more about transforming your contact center with communications automation and AI?

Schedule a meeting with IntelPeer now.

Scan or click [here](#) to learn more.

