

The 4 features your communications automation provider must have to successfully modernize your IVR

As companies continue to embrace digital transformation and modernize their IVR, the integration of an AI-powered Communications Automation Platform (CAP) is critical. The result is a lower cost of doing business, with improved customer experience, and accelerated ROI.

To find success, it's critical to select the best CAP provider for your unique needs. **Use the following checklist to ensure your provider delivers the features you need to succeed.**

<p>1. Essential CAP attributes</p> <p>Aragon Research identified the CAP technology category and required elements in their 2023 research note, “The Shift to Communications Automation”. Aragon’s primary requirements should be met for the platform to be labeled as a CAP.</p>	Other provider	
Generative AI integration, resulting in AI-powered automation that increases revenue and improves CX		<input checked="" type="checkbox"/>
Interconnected omnichannel capabilities and automation		<input checked="" type="checkbox"/>
Drag-and-drop workflows and pre-built templates		<input checked="" type="checkbox"/>
Low-code applications that are usable with little to no programming knowledge		<input checked="" type="checkbox"/>
In-depth analytics that compile advanced insights across all communications channels		<input checked="" type="checkbox"/>
Integrations for commonly used apps and social media tools should be available		<input checked="" type="checkbox"/>
User-friendly management interface		<input checked="" type="checkbox"/>
<p>2. Value-driving hyper-automation</p> <p>Revamping your IVR with AI-driven automation is the next step in your contact center business journey. This can only be achieved with a CAP provider that offers the following features that increase efficiency, speed, scalability, and reduce costs.</p>	Other provider	
Generative AI to handle routine tasks as well as offer contextual interactions		<input checked="" type="checkbox"/>
Machine learning (ML) and natural language processing (NLP) to turbocharge customer interactions		<input checked="" type="checkbox"/>
Security and prompt engineering to create AI guardrails for customer interactions		<input checked="" type="checkbox"/>
Cloud-based routing to decrease customer resolution time and streamline productivity		<input checked="" type="checkbox"/>
Integration options with CRM systems and other backend applications		<input checked="" type="checkbox"/>
<p>3. Customer engagement capabilities</p> <p>CAP providers must provide specific features to improve customer interactions.</p>	Other provider	
Omnichannel support to create a seamless experience across channels for customers		<input checked="" type="checkbox"/>
Self-services functions, allowing customers to resolve issues without speaking to a human agent		<input checked="" type="checkbox"/>
Predictive analytics to offer customers unique and personalized responses		<input checked="" type="checkbox"/>
Real-time insights so agents can tailor their interactions with customers for better outcomes		<input checked="" type="checkbox"/>
Data intelligence and interoperability supported by CRM integrations		<input checked="" type="checkbox"/>
<p>4. Security and reliability</p> <p>Full compliance and 99.999% reliability are critical aspects you must look for in a CAP provider. Your CAP must follow industry-specific regulations and standards for data security and privacy, as well as maintain customer trust.</p>	Other provider	
Maintain a secure enterprise network, subjected to regular vulnerability testing		<input checked="" type="checkbox"/>
Adhere to disciplined network permissions, limited to authorized personnel		<input checked="" type="checkbox"/>
Conduct highly disciplined, monitored upgrades to the network/network systems		<input checked="" type="checkbox"/>
Direct private pathways into and out of their network		<input checked="" type="checkbox"/>
Encrypt signaling, voice, and media (TLS/SRTP)		<input checked="" type="checkbox"/>
Provide SMS APIs that power two-factor authentication and instant fraud alerts		<input checked="" type="checkbox"/>
Never collect/store DTMF digits or audio recordings		<input checked="" type="checkbox"/>
Maintain Service Provider Level 1 PCI compliance		<input checked="" type="checkbox"/>
Hold SOC2 Type II certification		<input checked="" type="checkbox"/>
Deliver cloud queuing to manage high-call volumes		<input checked="" type="checkbox"/>
99.999% uptime		<input checked="" type="checkbox"/>
Deliver 3X redundancy		<input checked="" type="checkbox"/>

Are you ready to modernize your IVR and unlock the power of AI and automation?

The solution is AI-powered automation through IntelePeer’s Communications Automation Platform (CAP). IntelePeer’s CAP solution lowers the cost of doing business, while improving customer experience and accelerating ROI.

Contact us to get started now.

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



Do you want to learn more about modernizing your IVR with generative AI and automation? [Schedule](#) an AI and automation Customer Interaction Intent Study with IntelePeer now. Scan or click [here](#) to begin.

