

Critical uses of communications automation in the contact center

AI-powered automation is disrupting contact centers across industries by enhancing efficiency, lowering costs, and improving customer satisfaction.

But what are the key areas in which you should deploy the technology to draw ultimate value?

Use this checklist to identify where you're using automation with AI in your contact center – and where you're missing opportunities to use this technology. Identifying aspects for improvement will help guide you on your journey toward a more advanced and responsive contact center.

1. Omnichannel communications	Yes	No
Automation with AI unlocks fast, effective, and consistent communication with customers across live chat, phone, email, chat, social media, and SMS text. Automation ensures that communications are triggered based on customer interactions, while AI customizes the response based on the customers' exact need and historical customer data. Does your contact center benefit from the following omnichannel capabilities?		
Omnichannel communications for a seamless, consistent experience on the customers' preferred channels		
Contact center CRM integration, resulting in streamlined activity, tailored customer experiences, and increased productivity		
Real-time analytics and reporting delivering insights into customer interactions and behaviors, agent performance, customer wait times, channel utilization, and more		
Efficient channel routing that ensures incoming inquiries are: <ul style="list-style-type: none"> Directed to AI IVRs dedicated to the specific request Directed to the appropriate department if the request cannot be handled by AI 		
2. Self-service functionality	Yes	No
67% ¹ of consumers prefer self-service options over contacting a live agent. Do your customers enjoy the following self-service benefits?		
24/7 self-service availability for customers		
AI-powered, automated, self-service bill pay		
The ability to book, change, or cancel appointments without speaking to a staff member		
Shorter resolution times with fewer steps in the purchase process		
Omnichannel self-service functionalities across voice, SMS, chat, and social		
3. Security and reliability	Yes	No
Complying with industry-specific regulations is critical. Does your contact center use automation with AI to deliver the following critical security and reliability functions?		
Two-factor authentication to enhance identity verification		
AI-driven fraud detection that analyzes customer interactions in real-time and identifies suspicious behavior		
Automated alerts and intervention measures to prevent potential security breaches		
Management of user access to contact center systems and databases, ensuring only authorized personnel have access to sensitive customer data		
Continuous service availability through automated failover processes in the event of system failures or disruptions		
Optimized resource allocation such as cloud-based server capacity to ensure reliable system performance during peak demand		

¹ Source: *Forbes*, [The Changing Face Of Customer Experience In The Self-Service Economy](#), May 19, 2023.

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

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

Contact us to get started now.

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Do you want to learn more about which AI and automation gaps are hiding in your contact center? [Schedule](#) an AI and automation Customer Interaction Intent Study with IntelPeer now.
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