

# 5 communications automation tactics

TO BRIDGE THE GAP BETWEEN great interactions, ROI, and LIMITED RESOURCES

Today's organizations face the need to grow, achieve ROI, and deliver great customer interactions despite reduced headcount and budget.

**3.3M<sup>1</sup>**

The decrease in workforce in the U.S. since February 2020

**25%<sup>2</sup>**

The average budget decrease in 2022 compared to 2021

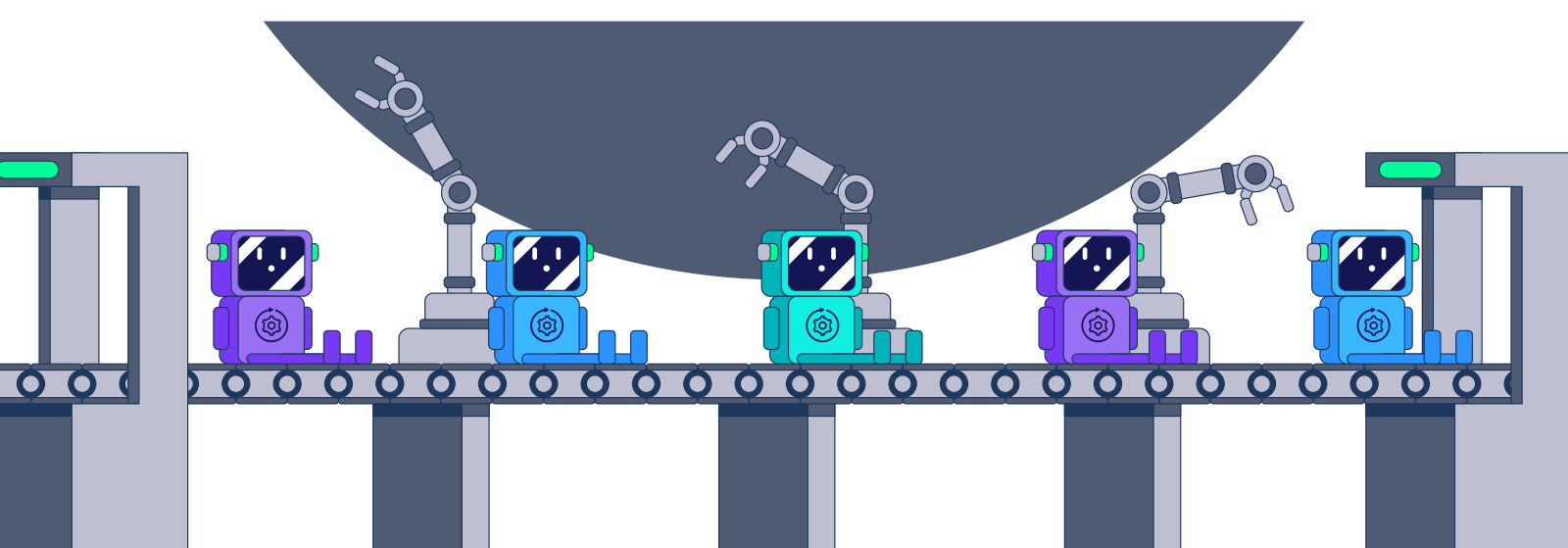
**15-45%<sup>3</sup>**

The expected average year-over-year growth

## The solution is communications automation

Automation bridges the gap between customer interactions, ROI, and available resources. Communications automation platforms layer over the top (OTT) of existing infrastructure to quickly deliver and modernize existing unified collaboration or contact center infrastructure without the cost or disruption of ripping and replacing.

## 5 automation tactics



Automation allows organizations to easily deliver seamless, omnichannel communications.

Integrating automation, AI, and analytics ensures that customers receive personalized experiences and communications based on their past interactions.

Automation allows users to access self-service features to quickly resolve issues on their own, improving their customer interactions.

**1**

### Trigger omnichannel communications

Companies that leverage omnichannel customer engagement retain **89%**<sup>4</sup> of their customers.

**2**

### Supplement automation with artificial intelligence (AI) and analytics

**90%**<sup>5</sup> of consumers find personalization appealing.

**3**

### Deliver self-service options

**81%**<sup>6</sup> of consumers want more self-service options. Self-service results in a **20%**<sup>7</sup> reduction in calls, chat, and email inquiries.

**4**

### Decrease operational costs

Organizations can decrease operational costs by **30%**<sup>8</sup> by combining automation technologies and re-designed operational costs.

**5**

### Increase ROI and sales productivity

Using automation can increase sales productivity by **14%**<sup>9</sup>.

Automation allows organizations to make operations more efficient, as well as removes the risk of human error and delays.

Automation decreases the time staff spends on sales activities.

IntelPeer's communications automation platform can help you do more with less. **Contact IntelPeer** to learn how automation can reshape your organization from customer interactions to agent operations today.

1 3.3M | 2 25% | 3 15-45% | 4 89% | 5 90% | 6 81% | 7 20% | 8 30% | 9 14%



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