

# 7 ways to reshape your business using communications automation

Despite economic uncertainty, limited resources, and reduced headcount, your business needs to move faster. You need to stay competitive, demonstrate ROI, deliver personalized customer interactions, eliminate downtime, and provide adequate communication tools for hybrid work models.

## Communications automation is the solution

Your business can quickly evolve by layering a communications automation platform (CAP) over the top (OTT) of your existing unified collaboration or contact center infrastructure.

### Communications automation can:

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**1 Help your business adapt quickly**  
Low-effort applications allow you to implement automation in minutes or hours instead of days or weeks, without the need for developer support.
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**2 Deliver clear ROI and business benefits**  
Businesses can decrease operational costs by 30% by implementing automation technologies.
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**3 Personalize customer interactions**  
Utilize customer history through smart AI and analytics to leverage personalized contextual promotions, automated billing, appointment reminders, and more.
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**4 Deliver omnichannel communications**  
Customers enjoy the same experience via voice, SMS text, and chat, and can interact with your business anytime, anywhere.
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**5 Reduce staff workload**  
Create custom, automated workflows to skip manual steps and offer direct self-service options to callers.
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**6 Shorten call resolution times**  
Intelligently and automatically route calls to the right department or knowledgeable worker from the start.
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**7 Eliminate downtime**  
Rapidly update communications and route callers to different locations or departments in the event of a business disruption.

Embracing communications automation means you don't have to choose between great customer interactions and maximizing finite resources.

Using IntelPeer's Smart Automation solution, businesses can modernize their communications and unify disparate systems, without ripping and replacing.

Ready to learn more about communications automation? Contact us now.



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