



# COVID-19: CPaaS Conversation Guide

---

## 1. Identify your target market

- ✓ Company size: mid to large enterprises
  - ✓ Potential buyers: Contact Center Directors, IT Director, HR Directors
    1. On-Prem Contact Center: reduce strain on contact centers experiencing high call volumes, long agent queues, repetitive questions, and dispersed or reduced workforces.
    2. Human Resource: keep employees informed with critical information through proactive methods and offer employees self-service options for frequently asked questions.
    3. Existing voice customers: enhance existing voice communications with SMS or leverage simple cloud features to re-direct and scale communications.
-  Leverage IntelPeer's **co-branded emails** for [operational continuity](#), [human resource](#) and [contact center](#) to start the conversation!
- 

## 2. Understand the big picture challenges

- Q: What challenges has COVID-19 presented to your business?
  - Q: Do you foresee changes around headcount and resources to maintain or adjust to the workloads?
  - Q: What current processes are manual that would benefit from automation?
- 

## 3. Dig deeper into pain points

- Q: Are you experiencing an influx of customers or employees calling in to ask repetitive questions?
- Q: How many calls are you getting per day?
- Q: Are your callers waiting on hold for extended periods of time?
- Q: Do you have the agents available to take these calls?
- Q: Could these questions be easily answered through automation?
- Q: How much time could this save your agents by implementing self-service?
- Q: Has there been a strain on your internal teams as a result?
- Q: How do you get information out to your customers and employees?
- Q: Have you considered implementing SMS into your communication channels?
- Q: What tools/software do you use today for internal and external communications? (i.e. CRM, E-Commerce, Contact Center)

---

## 4. Provide guidance on how CPaaS can help

Top 3 areas CPaaS can help:

- ✔ *Provide self-service options-* allow customers to get their questions resolved on their terms.
- ✔ *Offload Agents -* offload the work of agents handling basic tasks to automated processes.
- ✔ *Send timely alerts and notifications-* send notifications or automated campaigns to update your audience on important business and product information.
- 💡 *Co-brand and share with your customers these **quick action guides** for [operational continuity](#), [human resource](#), and [contact center](#).*

---

## 5. Share a relevant customer story

- ✔ [Savings Through Self-Service and Proactive Notifications](#): A Fortune 1000 public utility company implemented self-service and proactive notifications to triage calls on the front-end to offload agents and decrease customer hold time.
- ✔ [100% Automated Customer Service](#): A large pharmaceutical company automated customer interactions regarding their prescriptions and preserved their agents for calls that required a live conversation.
- ✔ [Reduce Costs and Improved Customer Experience with Notifications](#): Secure Transportation uses proactive notification through SMS to confirm appointments and ride destinations.
- ✔ [Handle Large Volume Inbound Inquiries Without Agents](#): A financial technology services company uses Atmosphere® CPaaS to enhance contact center and business operations with inbound automation and agent avoidance.
- 💡 *On average companies can expect to **reduce their agent costs and inbound call volume by 1/3 (33%)** when they implement customer self-service and automation.*

---

## 6. Discuss customer requirements

- Q: Do you have in-house development resources?
- Q: Is there a need for outsourcing development, implementation, or maintenance to our Managed Services team?
- Q: Do you have a system in place to manage opt in/out for SMS campaigns?
- Q: How quickly would you like to have a resolution in place?
- 💡 *Visit IntelPeer's [documentation library](#) for **helpful guides** on SMS best practices, pre-built SmartFlow templates and CPaaS integrations.*

---

## 7. Evaluate next steps

- Q: Are you available for a follow-up call to continue the conversation?
- Q: Is there anyone else that should be included in the evaluation process?
- Q: Are there any additional departments that would see value in adding automation to their current processes?
- 💡 *Lean on [IntelPeer's partner sales team](#) to help. To request pricing, submit your [quote request](#) on the Partner Portal.*