

Hot Vendors in Communication Automation Platforms, 2023

How can organizations leverage integration to empower communications?

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SUMMARY

Communication automation platforms (CAP) are delivering integrated, low-code suites for managing communications and collaboration applications. Aragon has identified a vendor in communication automation platforms that is making an impact in the market.

TABLE OF CONTENTS

Introduction.....	3
Reinventing Business Processes with Integrated Communication	3
The Rise of New Applications and the Increasing Demand for Communication Capabilities.....	3
Defining Communications Automation Platforms (CAP) and Their Significance.....	4
Advantages of Low-Code/No-Code CAPs.....	5
Hot Vendors in Communication Automation Platforms, 2023.....	6
IntelePeer	7
Aragon Advisory	8
Bottom Line	8

Introduction

Today's organizations need to reach users across numerous channels, around the world and in a great variety of contextual situations. Today's customer expects to be addressed in a personalized way in the channels they prefer. The expectation for high-quality customer communication has never been greater, and many organizations are turning away from the siloed communications platform as a service (CPaaS) offerings of the past to consider more integrated solutions that can automate and optimize the way work gets done.

Aragon identified the communications automation platform market to describe emerging solutions that go beyond addressing basic customer communications needs to focus on delivering automated outreach with an emphasis on tight integrations with other enterprise technologies and core business workflows. In this Research Note, we evaluate a Hot Vendor in Communications Automation Platforms and provide advice to buyers.

Reinventing Business Processes with Integrated Communication

The necessity to transform into a digital enterprise has caused businesses to reevaluate existing methodologies, which typically rely on multiple disconnected applications and isolated layers of communication. This is particularly prevalent in the realm of customer experience. By employing Communications Automation Platforms (CAP), businesses can embed communications into next-gen experiences, streamlining processes and eliminating the typical holdups associated with complex procedures.

In the prevalent paradigm of remote and hybrid working, an augmented tier of communication becomes indispensable. Clients place significant value on dependability and integrity in deciding where to deploy their resources. Immediate text confirmation of an online reservation, for example, provides reassurance of a successful transaction. Therefore, it's essential to build effective, integrated communication pathways. Customers need to be confident in their chosen services and purchases across sectors, from healthcare and finance to e-commerce. Integrated communication strategies, such as sending a reminder before a crucial appointment, can bolster customer trust and save them the hassle of reaching out first.

The Rise of New Applications and the Increasing Demand for Communication Capabilities

Future applications will be differentiated by their ability to deliver innovative customer experiences and engagements driven by context and personalization. This trend has been sparked by the rise of technology-enabled purchasing and the increased capability

of businesses to track customer behaviors. Instantaneous and transparent communication has become a customer expectation, whether it involves addressing a service problem, updating a subscription, or acknowledging customer loyalty.

In essence, customers are increasingly seeking advanced communication capabilities from businesses. Businesses are thus challenged to innovate and update applications to meet this demand without adding more fragmented communication channels that can hinder digital transformation.

Defining Communications Automation Platforms (CAP) and Their Significance

Transforming entire organizations or specific departments is a common task for business leaders. However, many contemporary tools are ill-equipped for the pace and integration required for genuine digital businesses. To realize a digital enterprise, businesses must evolve and automate their operations, not merely digitize old business models. Therefore, simply adopting more API-based communication capabilities won't instigate transformation but might cause further issues.

To truly achieve a transformation in enterprise communications, businesses need to move beyond APIs and integrate communications into their core infrastructure. What's required is a platform that fosters communication transformation from within and externally, with a customer-first design philosophy. Aragon has already recognized and announced this market segment: Communications Automation Platforms (CAP). These platforms strive to make communication an inherent part of all business processes, deviating from the use of siloed apps. The primary objective of CAPs is to automate the delivery and enablement of communication in a low-code and seamless manner. There are four key elements of CAP.

Note 1: The Key Elements of Communications Automation Platforms (CAP).

1. Omnichannel Engagement and Automation

Provides the ability to automate all forms of communication independent of channel

2. Workflows

Leverage drag-and-drop workflows and pre-built templates to allow any business user to quickly design and build.

3. App Development via Low Code

Able to visually translate an organization's vision for communications into reality—with little to no programming knowledge required.

4. Analytics

Provides robust insights into communications across channels with reports and dashboards.

5. Partner Ecosystem and Extensibility

Enable integrations for commonly used apps and social media tools, typically via a marketplace.

See Note 1.

Advantages of Low-Code/No-Code CAPs

Low-code/no-code CAPs offer significant benefits in today's digital age. They facilitate a versatile and intuitive approach to application development and business process automation. Businesses can quickly build and roll out applications without extensive coding skills, thereby saving time and resources. This approach also encourages non-technical staff to contribute to app development, fostering a culture of innovation and collaboration. By automating communication processes, low-code/no-code CAPs significantly enhance customer experiences, boost operational efficiency, and drive business growth.

One of the existing markets that will be subsumed by CAP is Communications Platforms as a Service (CPaaS) – which is more focused on APIs (see Figure 1).

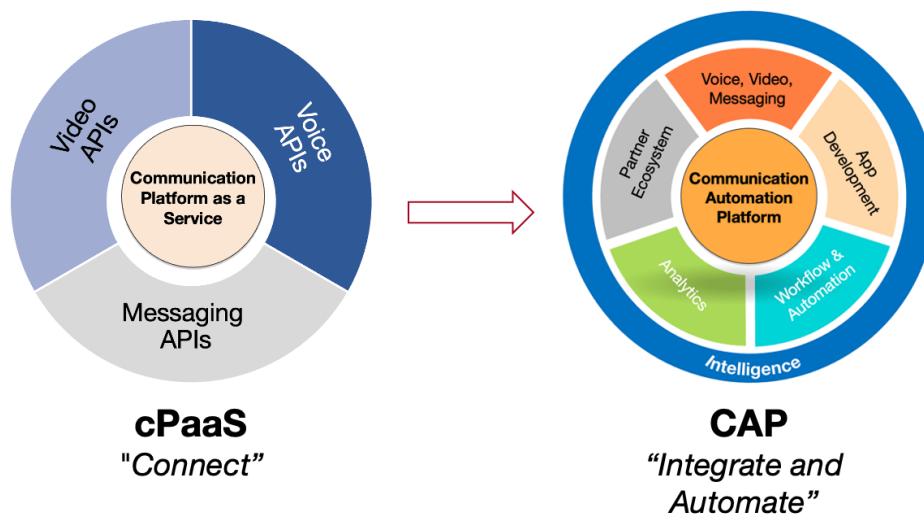


Figure 1: CAP is the new way forward—going beyond CPaaS and APIs.

Generative AI and Communications Automation Platforms

Generative AI is another emerging technology trend that will continue to have an impact on the communication automation platform market. Powered by large language models like OpenAI's ChatGPT, communication experiences can be made far more immersive and responsive without the need to scale up personnel. By leveraging generative AI, organizations can automate outreach or support tasks that previously required full-time knowledge workers or augment existing automated communications to make the caller's experience more naturalistic. IntelPeer is one provider in this report that is adopting

emerging generative AI to streamline the construction of high-quality conversational agents for the enterprise.

Hot Vendors in Communication Automation Platforms, 2023

This Research Note is not intended to be a complete list of vendors in the market being discussed. Rather, it highlights vendors with interesting, cutting-edge products, services, or technologies.

The 2023 Hot Vendors in Communication Automation Platforms include:

- **IntelePeer**

IntelPeer

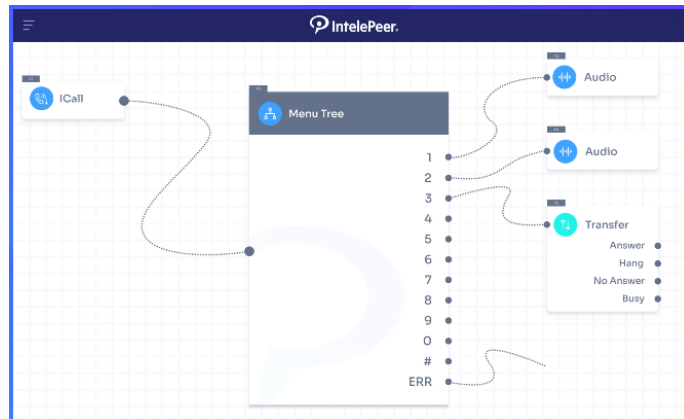


Figure 2: IntelPeer offers a Communications Automation Platform.

IntelPeer, based in Dania Beach, Florida, and led by CEO Frank Fawzi, offers a cloud-based Communications Automation Platform for the enterprise (see Figure 2 and Note 1). The IntelPeer platform provides omnichannel automation for business communications ranging from SMS to voice to messaging. It also leverages artificial intelligence to deliver insights and support communications.

IntelPeer's low-code platform makes it possible for enterprises to adopt and train knowledge workers with ease. Its SmartFlows features provide an intuitive drag-and-drop workflow-builder interface where users can adjust communication flows at the touch of a button. These flows can be used to automate processes, implement self-service, and integrate with other API-based business systems.

What makes IntelPeer hot is its robust support for integrating generative AI into business communications. IntelPeer provides out-of-the-box support for Azure OpenAI LLM integration, enabling enterprises to leverage customer communication AI powered by state-of-the-art large language models. Its AI capabilities can be smoothly built into communications workflows to augment user experience or to provide detailed analytics for transparency into business processes.

Who Should Evaluate IntelPeer?

Enterprises seeking a fully-featured Communications Automation Platform that leverages low-code capabilities to smooth the technology adoption process should evaluate IntelPeer. Additionally, IntelPeer offers dedicated solutions for buyers in the Financial Services, Healthcare, Retail, and Utilities markets.

Note 1: IntelPeer at a Glance

IntelPeer offers a Communications Automation Platform geared towards low-code workflows augmented by AI.

Location: Dania Beach, Florida

CEO: Frank Fawzi

Key Offerings: IntelPeer's Smart Automation Platform

Availability: Available Now

Website: <https://www.intelepeer.com/>

Aragon Advisory

- Enterprises should recognize that the market for communications automation is shifting towards platforms that provide a high degree of integration and make it possible to automate omnichannel outreach from a unified environment.
- Enterprises should seek providers that offer low-code/no-code support to make adoption smoother.
- Enterprises should keep an eye on the development of the emerging generative AI market, which has major transformative potential for CAPs and may be a key purchasing criterion for some buyers.
- Enterprises should pay close attention to provider roadmaps before committing to a buying decision.

Bottom Line

The market for communications automation platforms has emerged to provide a unified solution for organizations that need to integrate their customer/user outreach with other business processes. With the rise of generative AI and low-code applications, these platforms are increasingly capable of augmenting legacy communications workflows to provide a richer communication experience.

Enterprises that want to scale up or enhance their communications infrastructure should pay attention to the trends and purchasing advice enclosed in this Research Note.