Benefits of an Automated Communication System

Communication is an integral part of every businesses' operations. There's not much that can be done without some form of communication with another party – whether that be a supplier, distributor, client, colleague, or what have you. With the need for communicating being so important to the ongoing success of a business, it's no wonder that businesses are turning to automation to help facilitate the sending and management of these various messages and notifications.

An automated communication system is a tool that many businesses can leverage in their day-to-day communication activities. This tool enables businesses to create, manage, and send communications to whomever they need to in a quick and efficient manner, all through a centralized interface.

Here are just some of the many benefits that the implementation of an automated communication system can provide to businesses.

Save time and increase efficiency

This first benefit of implementing an automated communication system should be obvious. Any time you incorporate automation into a process you are doing so in an effort to increase the overall efficiency of that process and save the time and manual effort of your employees.

Automation allows you to send out messages all at one as a batch rather than having employees manually send out each and every communication. You give the automated communication system the list of contacts you need to communicate with and it will send out the message to all of them at once.

Automated communication system software also allows you to set up entire communication campaigns that will run in the background of your daily operations and save your company a lot of time to complete other tasks that may have been previously pushed aside.

Leverage multi-channel capabilities

With the ability to create automated campaigns via multiple communication channels such as email, SMS and voice all from within a central interface, this makes it very easy to engage your customers through the communication method they prefer – without a bunch of extra work!

An automated communication system may include a built-in CRM tool for contact management, or it may have the ability to integrate with a third-party tool.

Schedule and template your communications

Another benefit to using an automated communication system is the ability to both schedule your communication campaigns to send at the appropriate times. Scheduling your campaigns allows you to plan your communications weeks, or even months ahead so you can create them all in one batch and not have to worry about setting aside blocks of time each period to work on them.

As well, the communication system can also help you out by providing the ability to template any recurring messages your company may regularly send out, saving you the work of having to replicate them every time. Your company can also make use of templated content blocks in addition to templates of entire communications. Template blocks can be used for sections of content that is included in multiple communications, such as a company boilerplate, for example. When creating a new message, you can simply choose the appropriate block of content from a list of blocks you have saved as templates.

Optimize communications based on reports

Reporting is an essential part of sending any automated communications, as it can provide companies with any and all data they need in order to ensure their communications are optimized to allow for the highest amount of customer engagement. After all, engagement is one of the key things that leads to your messages producing any conversions. No engagement means no conversions, it's as simple as that.

By using an automated communication system with reporting capabilities that provide you with information about how many customers opened your messages, as well as how many people actually interacted with them (e.g. clicked on a button or link) you can determine whether your content is engaging enough or if it needs to be tweaked. For example, your communications may have a high open rate, but no one has clicked any links. This can be an indicator that you need to modify the message content so that customers become more interested in taking any actions asked of them.

Want to try an automated communication system?

Is your company thinking of automating some of its customer communications to make their daily operations more efficient?

With its all-in-one approach, **NOTiFi** can provide you and your company with all the tools you need in order to automate and streamline your communication processes in one central location.

Request a demo of the **NOTiFi** solution to see just how easy it is to use! Call us at 876-390-5961 or Email us at info@notifyjm.com