

## CUSTOMER FAQs:

# AI Intent Routing

### 1. What is AI Intent Routing, and why is it valuable for my business?

AI Intent Routing allows callers to speak naturally, eliminating the need to navigate complex keypad menus. This intelligent voice system uses real-time, automatic speech recognition and natural language understanding to detect a caller's needs and route them to the appropriate destination. The result is a smoother, more intuitive experience for customers while helping your business resolve calls more efficiently.

### 2. Where is AI Intent Routing available, and which languages are supported?

AI Intent Routing is currently available to U.S.-based Contact Center customers. Supported languages include English (U.S. & UK), French, Spanish, Dutch, German, and Italian.

### 3. How do I enable AI Intent Routing?

AI Intent Routing is easily enabled, allowing for enhanced existing call flows. However, this requires adding the AI Intent Business Function (BF) and modifying the flow to accommodate and ensure smooth functionality. The process is a simple drag-and-drop action that doesn't require technical resources or complex set up.

### 4. Is AI Intent Routing right for my organization?

AI Intent Routing is ideal for businesses that want to:

- Improve customer experience by eliminating frustrating menu navigation
- Route callers more accurately and reduce customer frustration
- Enable agents to handle calls with more context
- Modernize your IVR system with minimal effort

### 5. How can AI Intent Routing improve contact center performance?

By enabling AI Intent Routing, your business can:

- Improve agent productivity, providing them with more relevant context, leading to faster resolutions
- Enhance your contact center operations with an intelligent AI voice capability
- Increase ROI with efficient call routing and reduced transfer volumes

## 6. What are the key benefits for my business?

- **Natural language input:** Customers can speak about their needs instead of navigating a button menu or being prompted to say specific words.
- **Higher agent productivity:** Agents receive intent information before the call, speeding up resolution.
- **Simple implementation:** Admins can add Intent Capture to existing flows without overhauling the structure.
- **Operational efficiency:** AI-powered routing boosts accuracy and optimizes the customer journey.

## 7. How many intents can I configure in a flow, and how many sample phrases can be used per intent?

There's no set limit on the number of intents you can create within a flow. Each Business Function supports up to 25 paths, but you can link multiple Business Functions together to build hundreds of potential intent options if needed. While that level of complexity is technically possible, most organizations find that keeping a focused set of intents delivers the best caller experience and easiest maintenance.

## 8. How is callers' voice data handled securely?

Customer utterances and matched intents are retained only for the duration of the call session and are not stored long-term.

All use of AI-related services, including AI Intent Routing, is governed by Intermedia's AI Policy and Notifications, which define how your data is handled, protected, and stored.

[You can read the policies here.](#)

## 9. How can I monitor the intent performance and accuracy?

Performance and intent-matching data are available in Intermedia's analytics and reporting tools.

You can see:

- Which intents were triggered
- Caller input and timestamps
- Trends to help you refine accuracy over time

## 10. What's the return on investment (ROI) for using AI Intent Routing?

Misrouted calls waste the agent's time and frustrate customers. Avoiding this can lead to:

- Reduced call transfers and improved customer satisfaction
- Enhanced resolution rates and agent productivity
- Measurable time and cost savings for the business

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