



Communications Intelligence Platform

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NEEDS WORK

OPERATOR REVIEW: PENDING

Communications Intelligence Report

acme-comms.example

2026-05-28 · 9 channels analyzed · 8 critical · 19 watch · 13 pass

Run ID: cip-mppu01ba



ENTERPRISE COMMS RISK SCORE

MEDIUM RISK

66 / 100



Procurement-facing rollup of CCaaS (25%), UCaaS (25%), AI-Interaction (20%), and Enterprise Compliance Alignment (30%).

PROCUREMENT IMPACT

Sender-authentication gaps, missing voice-channel disclosures, and CTA / routing-clarity issues may block this brand in enterprise RFPs and vendor-security reviews. Remediation is in-scope for the next 7-day cycle.

OVERALL RESULT

Site loads. Conversion-path gaps detected on the landing surface.

PROCUREMENT RISK CALLOUTS



SENDER AUTHENTICATION

CRITICAL

FAIL	SPF	Missing
FAIL	DMARC	Missing
FAIL	DKIM	Missing
FAIL	MX	Missing

Impact: Mail without SPF/DMARC/DKIM may be rejected or quarantined by enterprise inbox providers. The #1 sender-posture check in vendor-security reviews.



VOICE CHANNEL COMPLIANCE

CRITICAL

FAIL	GDPR / privacy disclosure	Missing
OK	Call-recording disclosure	Present
FAIL	No dead-end nodes	Detected
FAIL	Live agent transfer	Missing
FAIL	No disengagement triggers	Detected

Impact: Missing GDPR disclosure or dead-end paths in the IVR may fail enterprise compliance review and trigger consumer-protection scrutiny in regulated markets.



LEAD-CAPTURE / CONVERSION SURFACE

AT RISK

FAIL	Demo / contact path discoverable	Missing
FAIL	Primary CTA on landing surface	Missing
OK	Trust signals present	Adequate
OK	Landing surface reachable	Reachable
OK	Payment provider	Not applicable (B2B)

Impact: B2B comms vendor — no e-commerce checkout expected. Discoverability of demo / contact paths and trust signals on the landing surface determine conversion. Missing CTAs or weak trust signals manifest as lost demo bookings.

EXECUTIVE SUMMARY

PILLAR	SCORE	RISK	PRIORITY
CCaaS Readiness	70	Medium	P2
UCaaS Readiness	65	Medium	P2
AI-Interaction	78	Medium	P2
Compliance Alignment	55	High	P1

CHANNEL HEALTH SUMMARY

CHANNEL	SCORE	STATUS
Comms Clarity	80	Healthy
Buyer Discoverability	60	Needs Work
Conversion Path	80	Healthy
Email Touchpoints	80	Healthy
Comms Surface Security	50	Critical
Social Presence	90	Healthy
Synthetic Comms Check	85	Healthy
Comms Surfaces Inventory	20	Critical
IVR Audit (Sample)	60	Needs Work

SEVERITY DISTRIBUTION



TOP 5 FINDINGS (PROCUREMENT-BLOCKING)

1.	No <h1> on the page COMMS CLARITY	P1
2.	No meta description BUYER DISCOVERABILITY	P1
3.	Trust signals: 1 / 5 CONVERSION PATH	P1
4.	No SPF record COMMS SURFACE SECURITY	P1
5.	No DMARC record COMMS SURFACE SECURITY	P1

RISK SUMMARY

CRITICAL · P1 8 Fix within 48 hours	MEDIUM · P2 19 Fix within 7 days	LOW · P3 13 Track
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HOW TO READ THIS

Each finding in this report carries a CX Impact tag (High / Medium / Low) and a Fix Priority (P1 / P2 / P3). Counts above aggregate every channel. Critical findings should be remediated before the next quarterly comms review; medium findings before the next planning cycle.

BEFORE/AFTER DELTA

First scan establishes the baseline. Score deltas and resolved-finding counts appear here after the next scheduled re-scan.

REMEDIATION PLAN

Findings transformed into a time-boxed action plan. P1 items are procurement-blocking and should be remediated within 48 hours; P2 items represent watch-list quality issues for the next planning cycle.

CRITICAL · P1 48-Hour Plan Due: 48 hours

COMMS CLARITY

- Add a single H1 tag.

BUYER DISCOVERABILITY

- Add a meta description.

COMMS SURFACE SECURITY

- Add SPF record.
- Add DMARC record (start at p=none for monitoring).
- Add MX records.

WATCH · P2 7-Day Plan Due: 7 days

COMMS CLARITY

- Add a primary CTA element.

BUYER DISCOVERABILITY

- Add missing Open Graph image.
- Add Twitter card meta tag.
- Add JSON-LD structured data.
- Restore robots.txt.
- Restore sitemap.xml.

CONVERSION PATH

- Add a discoverable checkout path from the homepage.

EMAIL TOUCHPOINTS

- Add ESP integration if email automation is required.
- Add an email signup form.
- Add mailto contact link.
- Add privacy and consent indicators.

COMMS SURFACE SECURITY

- Configure DKIM signing on the sending mail server.

SOCIAL PRESENCE

- Add a meta description.
- Add Open Graph image.

SYNTHETIC COMMS CHECK

- Resolve JavaScript errors.
- Fix failed network requests.
- Surface a checkout path from the homepage DOM.

LONGITUDINAL TRACKING

This scan establishes the baseline. The fields below populate after the next re-scan of the same target.

BEFORE / AFTER DELTA

Baseline established — score deltas and resolved-finding counts appear after the next scan.

METRIC	PREVIOUS	CURRENT	DIFF
Overall score	—	—	0
Critical findings	—	—	0
Watch findings	—	—	0
Healthy channels	—	—	0

DRIFT DETECTION

No previous scan — baseline established. Drift events (new errors, removed trust signals, CTA changes, metadata drift, DNS changes, IVR changes, social-profile changes) will appear here after the next scan.

NEXT SCAN

Re-scans are available on demand from the CIP portal. Automated weekly re-scans roll out with the drift-detection module — first delta report fires after the second scan of the same target.

CCAAS / UCAAS READINESS

Channel scores mapped to enterprise readiness pillars relevant to contact-center, unified-communications, AI-interaction, and compliance procurement reviews.

CCaaS Readiness Routing clarity (IVR audit) + landing-page clarity (Comms Clarity). Determines whether enterprise contact-center campaigns convert.	70/100	GAPS
UCaaS Readiness Email touchpoints + sender posture (SPF/DKIM/DMARC). Determines whether unified-comms workflows reach inboxes.	65/100	GAPS
AI-Interaction Readiness Discoverability + synthetic browser behavior + social presence. Determines whether AI agents can parse and represent the brand reliably.	78/100	GAPS
Enterprise Compliance Alignment TLS posture + GDPR/recording disclosures. Determines whether the surfaces survive procurement review.	55/100	AT RISK

AI-AGENT READINESS SUMMARY

AT RISK

Can automated agents and crawlers parse and extract brand metadata reliably?

--	Structured metadata (JSON-LD)	Missing
--	Open Graph image / title	Missing
--	Twitter card meta	Missing
--	Meta description	Missing
--	CTA discoverability	Missing
OK	Trust signals on landing surface	Present

Impact: When signals are missing, automated agents may misrepresent the brand or fail to extract key information (pricing, contact paths, product names).

CHANNEL SCORES

COMMS CLARITY 80 4 finding(s)	BUYER DISCOVERABILITY 60 6 finding(s)	CONVERSION PATH 80 2 finding(s)
EMAIL TOUCHPOINTS 80 4 finding(s)	COMMS SURFACE SECURITY 50 5 finding(s)	SOCIAL PRESENCE 90 3 finding(s)
SYNTHETIC COMMS CHECK 85 4 finding(s)	COMMS SURFACES INVENTORY 20 4 finding(s)	IVR AUDIT (SAMPLE) 60 8 finding(s)

PER-CHANNEL CONFIDENCE

Confidence reflects whether the channel completed cleanly with primary signal sources. Medium / Low confidence means partial data — re-run recommended before procurement use.

Comms Clarity	HIGH
Buyer Discoverability	HIGH
Conversion Path	HIGH
Email Touchpoints	HIGH
Comms Surface Security	HIGH
Social Presence	HIGH
Synthetic Comms Check	HIGH
Comms Surfaces Inventory	HIGH
IVR Audit (Sample)	HIGH

CHANNEL FINDINGS

Comms Clarity — 80

SCOPE

Homepage.

FINDINGS

- ✓ Title present.
- ✗ H1 missing P1 · FIX 48H
- ✗ No interactive CTA detected.
- ✓ HTML payload 2 KB.
- ✓ Page loaded in 1355 ms.

REQUIRED ACTION

- Add a single H1 tag.
- Add a primary CTA element.

Buyer Discoverability — 60

SCOPE

Homepage.

FINDINGS

- ✗ Meta description missing
- ✗ Open Graph image missing
- ✗ Open Graph title missing
- ✗ Twitter card missing 7D
- ✗ Structured data (JSON-LD) missing.
- ✗ robots.txt returns 403 7D
- ✗ sitemap.xml returns 403.

REQUIRED ACTION

- Add a meta description.
- Add missing Open Graph image.
- Add Twitter card meta tag.
- Add JSON-LD structured data.

- Restore robots.txt.
- Restore sitemap.xml.

Conversion Path — 80

SCOPE

Homepage. No checkout path detected.

FINDINGS

- ⚠ No checkout path detected on homepage.
- ⚠ Trust signals: 1 of 5 present.
- ⚠ Checkout cannot process transactions.

REQUIRED ACTION

- Add a discoverable checkout path from the homepage.

Email Touchpoints — 80

SCOPE

Homepage.

FINDINGS

- ⚠ No ESP script detected.
- ⚠ No email capture detected.
- ⚠ No mailto link detected.
- ⚠ Privacy and consent indicators missing.

REQUIRED ACTION

- Add ESP integration if email automation is required.
- Add an email signup form.
- Add mailto contact link.
- Add privacy and consent indicators.

CHANNEL FINDINGS (CONTINUED)

Comms Surface Security — 50

SCOPE

DNS records of acme-comms.example.

FINDINGS

- ❌ No SPF record. 1 · FIX 48H
- ❌ No DMARC record. 1 · FIX 48H
- ⚠️ No DKIM found at common selectors.
- ❌ No MX records — domain cannot receive mail.
- ✅ TLS reachable on 5 comms surfaces.

REQUIRED ACTION

- Add SPF record.
- Add DMARC record (start at p=none for monitoring).
- Configure DKIM signing on the sending mail server.
- Add MX records.

RECOMMENDED DNS ADDITIONS

TXT acme-comms.example

v=spf1 include:<your-mail-sender> ~all

Adds SPF so receivers can verify authorized senders. Replace <your-mail-sender> with your ESP host (e.g. _spf.google.com, sendgrid.net, spf.protection.outlook.com, _custspf.one.com).

TXT _dmarc.acme-comms.example

v=DMARC1; p=none; rua=mailto:dmarc@acme-comms.example; fo=1

Starts DMARC in monitor mode. Aggregate reports arrive at dmarc@acme-comms.example (create that mailbox first, or use a free aggregator like postmarkapp.com/dmarc). After ~7 days of reports, you will know which IPs send mail under this domain. Then tighten to p=quarantine.

Social Presence — 90

SCOPE

Homepage.

FINDINGS

- ✅ Title captured.
- Description missing.

🟡 MED IMPACT P2 · FIX 7D

✅ 3 draft social posts generated.

🟡 Open Graph image missing.

REQUIRED ACTION

- Add a meta description.
- Add Open Graph image.

Synthetic Comms Check — 85

SCOPE

Homepage + Checkout.

FINDINGS

✅ Rendered in 2317 ms.

🟡 Three JavaScript errors.

🟡 Two failed network requests.

🟡 No checkout path discovered in rendered DOM.

REQUIRED ACTION

- Resolve JavaScript errors.
- Fix failed network requests.
- Surface a checkout path from the homepage DOM.

Comms Surfaces Inventory — 20

SCOPE

FINDINGS

✅ 564 unique public comms surfaces discovered.

✅ 5 of 25 surfaces respond on HTTPS.

🟡 20 surfaces unreachable.

✅ Comms surface mix — other: 4, marketing: 1.

REQUIRED ACTION

- None.

IVR Audit (Sample) — 60

SCOPE

FINDINGS

- ✓ IVR audit — SAMPLE: BlueComm Communications (sample).
- ✓ Menu depth: 3 levels.
- ✗ 1 dead-end node detected.
- ⚠ 1 terminal hangup node without agent transfer.
- ✗ No GDPR/privacy disclosure detected in any prompt.
- ✓ Call-recording disclosure present.
- ✓ Live agent transfer path available.
- ⚠ 1 node uses "menu options have changed" — known disengagement trigger.

REQUIRED ACTION

- None.

WHAT'S HEALTHY

OK	Social Presence	90
OK	Synthetic Comms Check	85
OK	Comms Clarity	80
OK	Conversion Path	80
OK	Email Touchpoints	80

OPERATOR NOTES

Findings derived solely from automated scan. Operator review extends the scope; recommended pre-pitch checks include:

- TLS certificate expiry windows on all reachable comms surfaces
- DNS propagation stability for sender-auth records
- Unexpected redirect chains on primary marketing surfaces
- Shadow subdomain risk surfaced by CT-log enumeration

RECOMMENDED NEXT STEPS

1. Fix P1 (critical) items within 48 hours — see Remediation Plan.
2. Fix P2 (watch) items within 7 days — see Remediation Plan.
3. Schedule pre-pitch operator review (TLS expiry, DNS propagation, shadow subdomains).
4. Enable scheduled re-scans to populate Before/After delta and drift detection.
5. Re-scan after remediation to confirm score lift and resolved-finding count.

SUMMARY

Checkout is non-functional.
No payment provider loads.
No pay button renders.
Payment integration must be restored before the site can process orders.

AUDIT TRAIL

Generated by Pam on 2026-05-28 18:34:19 UTC.
Run identifier: cip-mppu01ba.
Findings derived from automated scan.
Operator review recommended before external use.

OPERATOR REVIEW:

PENDING

Communications Intelligence Platform — structured, repeatable checks.