

# Major global telecommunications company transforms customer experience with Nuance Natural Language Understanding.

**Customers get faster access to the services they need, and agents get more time to handle complex cases.**

Using Nuance's Natural Language Understanding, voice biometrics and live chat capabilities, the telco created a seamless customer engagement platform that routes customers to their required destination faster, identifies and authenticates them securely, and reduces agent handling time.

**Customer** | A major telecommunications company

**Challenge** | Transform its entire customer experience model to support the growth of the business, migrate from its legacy infrastructure, and give customers a seamless contact experience.

**Solution** | Natural Language Understanding, voice biometrics and live chat capabilities enable this telco to direct customers to over 400 destinations and identify them securely using just their voice.

**Results** | Customers get faster access to the service they need, whether it's a self-service option or a live agent, and agents get more time to spend on complex cases.

"The change we've seen moving from our legacy infrastructure to the new system has been huge. We're better equipped to handle our customers' problems, and we're now providing a more seamless contact experience."

**Customer experience leader, major telecommunications company**

## ▼ Key metrics



**87%**

call steering  
recognition



**10%**

more customers  
using self-service



**22%**

increase in customer  
satisfaction

## Challenge

### Voicing a modern customer experience.

With over 470 million mobile customers, over 100,000 employees, and mobile networks across 26 countries, the telco runs a complex business with a huge number of operational challenges every day.

Handling thousands of customers' calls each day on a legacy system was becoming an increasingly difficult challenge. Using a dual-tone multi-frequency (DTMF) dial system, the telco was only able to offer its customers 16 different destinations at a time—which often led to customers being routed to the wrong place, and agents having to transfer callers internally.

The telco knew it needed to transform its customer service model to match the scale of the business, and create a more seamless experience for its customers. The telco wanted to give its customers full control of their calls, and simplify the system for effortless navigation.

## Solution

### An entirely new contact model.

Approaching a transformation of this size, the telco's team wanted a trusted partner that could work alongside them through the entire experience, and would be flexible enough to adapt to any new challenges they faced along the way.

Choosing Nuance Natural Language Understanding, as well as live chat and voice biometrics, the telco's team implemented a system that routes customers to more specific service destinations.

In the first phase of the project, the telco replaced its entire call-routing system with Nuance's Natural Language Call Steering technology. Customers no longer need to navigate using DTMF, and instead simply use their voice to tell the system their problem in their own words. Natural Language Call Steering understands the customer's request, and routes them to the right location—whether that's a specific agent, or a self-service option.

The telco now has a clearer, more detailed view of why its customers are calling, and can design its whole experience around that data. There are now over 400 destinations a customer can be routed to, with more being added all the time as the telco expands its self-service options.

To ensure its customer service is seamless across all platforms, the



As the business grows, our customers' demands are always changing. We're constantly having to adapt our services to meet their requirements, and our new infrastructure allows us to do this easily.

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major telecommunications  
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telco also implemented live chat. Like Natural Language Call Steering, the live chat understands what customers are requesting, and can direct the customer to the right destination. As the most popular channel for customers' first engagements, the live chat can gather useful data about



what customers are asking for—data the telco’s team can use to optimise the other customer engagement channels.

And to take its customer experience even further, the telco is working to implement Nuance Voice Biometrics in the second phase of the project. The company aims to remove the need to ask security questions, and securely identify customers just by their voice.

## Results

### There’s power in voice.

It didn’t take long for the telco to start seeing results from its new system. In just six months, Natural Language Call Steering was implemented and fully rolled out. Customers were instantly able to access over 400 destinations in the company using their voice—significantly reducing the time it took to find the service they needed. The system has an 87% accuracy in call steering recognition, and saw an initial increase of 10% in self-service usage.

Alongside this rollout, the telco’s live chat was released in just three months. As this process usually takes at least six months, this was a huge achievement for the team, and it meant they were able to start gathering customer query data even faster.

Since the launch, the telco’s team continue to work closely with Nuance to make the webchat service even better. Using query data, over 200 optimisations have been delivered to the telco’s webchat in the past 9 months, with even more to come. And the service is proving popular amongst customers—with over 55% using webchat over voice.

With the success of the new phone system and live chat, the telco has even bigger plans on the horizon. The team is now taking focusing on call steering optimisation and enhanced self-service—working closely with Nuance to create a fully connected customer experience.



Since we’ve started using the new system, we’ve seen our customer satisfaction go up by 22%. And it’s not just our customers that have benefited—our people spend less time handling simple queries, and more time on complex cases.

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### Learn more

To learn how you can transform your own customer experience with Nuance, drop us an email at [customerexperienceexperts@nuance.com](mailto:customerexperienceexperts@nuance.com) or visit <https://www.nuance.com/en-gb/omni-channel-customer-engagement>.



### About Nuance Communications, Inc.

Nuance Enterprise is reinventing the relationship between enterprises and consumers through customer engagement solutions powered by artificial intelligence. We aim to be the market leading provider of intelligent self- and assisted-service solutions delivered to large enterprises around the world. These solutions are differentiated by speech, voice biometrics, virtual assistant, web chat and cognitive technologies; enabling cross-channel customer service for IVR, mobile and web, Inbound and Outbound; and magnified by the design and development skill of a global professional services team. We serve Fortune 2500 companies across the globe with a mix of direct and channel partner selling models.