

# Contact Center Transformation

WHAT IT TAKES TO “GET IT RIGHT”

## INSIDE:

**On the transformation frontlines**

**The art and science of conversational design**

**Jetstar takes CX to new heights**

**Yep, there's an API for that**





## Welcome

Welcome back to Nuance Innovation Quarterly. I'm especially excited to introduce this quarter's theme, as it gets to the heart of something that's incredibly important to every brand: contact center transformation.

In this issue, we're looking at why transformation is so important for contact centers to continue to deliver business value as customer expectations evolve. We have a great lineup of experts sharing their experiences and advice on how to plan and execute successful transformations.

From the art of conversational design to the growing role of APIs, we've got it covered. And—for extra inspiration—we have some fascinating transformation stories from companies that are leading the way.

All that, plus a roundup of the latest analyst reports and a sneak peek at the latest technology innovations coming to a contact center near you soon. (And of course, we have the return of our soon-to-be-legendary comic strip, Signs of Intelligence...)

Happy reading!

George Skaff, VP, WW Marketing, Nuance Enterprise

P.S. If you missed our inaugural issue, you can find it right [here](#). Or reach out to us at [cxexperts@nuance.com](mailto:cxexperts@nuance.com) if you have any questions.

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# Catching the innovation wave @Nuance



**Innovation is at our core. Check out what we're delivering to drive better business outcomes and more intelligent customer engagements.**

## Nuance Agent Coach

Nuance Agent Coach is a beta Agent AI feature that's designed to make live agents' working lives easier and improve the standard of service they're delivering to customers. It uses experience, insight, and AI to provide detailed on-screen support during live conversations and help agents become more proactive, productive, and effective.

It's on-the-job training for agents, designed to offer real-time script prompts, reminders and recommendations that are tailored to the customer and the conversation. Agent Coach can help reduce waiting times, boost resolutions and conversions, and ensure every agent is delivering a consistent brand experience.

[Discover Agent Coach](#)

## Dragon TV

Since 2011, Dragon TV has been enabling TV service providers to offer viewers voice-enabled search and navigation of channels and content. Now, we've taken things a step further, by embedding the latest Nuance AI technologies into Dragon TV, enabling personalized content delivery, smart-home integration, secure account-related transactions, and a whole lot more.

With the new-look Dragon TV, providers can turn the TV into a new customer service channel and increase customer usage, satisfaction, and loyalty. But that's just the start of what's possible. In the future, these innovations will enable the next era of customer engagement, even enabling authorized household members to easily and securely make purchases from advertisers just by talking to their TV.

[Discover Dragon TV](#)

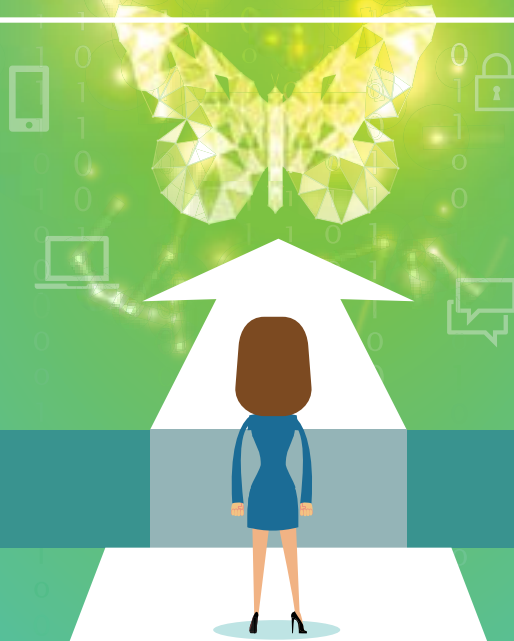
## Lightning Engine

The Nuance Lightning Engine combines voice biometrics and Natural Language Understanding (NLU) to almost instantly understand who is talking and what they want from a single utterance. This combination of Nuance technologies allows the engine to authenticate customers in as little as half a second, with no need for a passphrase. Customers simply speak naturally and the engine validates their identity and immediately begins delivering a personalized interaction.

Many organizations have already deployed Lightning Engine for passive identification in the IVR, using the combination of near-instant authentication and intent recognition to offer their customers more effective, enjoyable, and natural engagements.

[Discover Lightning Engine](#)





# THE transformation imperative

**Right now, contact centers find themselves staring into a widening customer experience credibility gap.**

**By Tony Lorentzen  
GM & SVP, Intelligent Engagement, Nuance Enterprise**

**A** recent study by Frost & Sullivan revealed a startling disparity between customers' perceptions of the experiences they receive and companies' perceptions of the experiences they deliver. Just 3% of consumers said they're never frustrated with customer care, but 90% of contact center managers say their agents are doing a good job.

It's clear that brands are failing to meet customers' expectations—and transforming the contact center is now more urgent than ever.

## **Contact center transformation isn't optional**

Customers expect more than they're currently getting. They're not willing to tolerate the frustrating, disjointed experiences of the past—they want connected, intelligent experiences, regardless of how they choose to engage

with your brand. Customers don't view their interactions with your business as multiple experiences; they see them as one experience, and they expect them to feel seamless.

More than that, they expect you to know who they are and what they want to accomplish (without having to repeat it every time they transfer between channels or agents), so they get an effortless, personalized experience and a fast resolution.

To increase customer retention and lifetime value, contact centers need to invest in continuous, customer-centric digital transformation. And these initiatives can have a significant impact—on the customer experience and on your bottom line. Just ask the 91.6% of companies that saw an increase in customer loyalty after a digital transformation. Or the 84.4% that

experienced increased revenue as a result of transforming.<sup>1</sup>

## **It's an evolution, but it's still revolutionary**

Every contact center transformation looks different; it all depends on where you start. But wherever you start from, it's an evolution. It's an ongoing series of optimizations and technology deployments that, among other things, help increase agent utilization and performance, and improve the customer experience.

Whether it's adding chat or a virtual assistant to a traditional call center, or implementing omni-channel predictive conversational experiences, all digital transformations are major undertakings. But there are a few success factors they all have in common.

<sup>1</sup>The Evolution of Customer Experience: A Look Ahead to 2020, Dimension Data, 2018

## How to do it right

### 1: Understand what you want to achieve

Before you start looking at tech solutions, you need to identify the specific part of the customer experience gap that you want to bridge.

That means assessing the current state of your customer experience to understand why customers contact your business, what they expect from those engagements, and where they're experiencing the biggest frustrations. It also means analyzing agent performance and behavior, as well as underlying business processes, to reveal the best opportunities to optimize, innovate, and transform.

And the results of your investigations might not always be what you're expecting. For example, one company we worked with thought that the reason it had such high agent-to-agent transfer rates was poor agent compliance with its protocols. But after analyzing thousands of call transcripts it became clear that one of the biggest factors was actually that customers were failing to authenticate in the IVR. That's a simple, actionable insight into a major source of unnecessary costs and customer frustration—and an easy target for optimization.

### 2: Get leadership support and business alignment

Transformation isn't just a short-term investment; it's a long-term mindset. It's essential to have leadership buy-in from the start. It helps ensure those short-term investments are made, and it's essential for driving what can be major cultural shifts toward great customer-centricity, cross-functional collaboration, and increased risk-taking.

Communication and alignment between the business, contact center operations, and IT are also vital. Everyone always needs to be on the same page and frontline staff must be trained and ready when new systems and initiatives go live.

You'll also need to plan for the ongoing governance of your transformation program, appointing a group of senior leaders who are customer-focused and willing to take calculated risks to enable innovation. Leadership buy-in must extend beyond the launch of the program and continue into the future with continuous communication of your plans, goals, and achievements at all levels of the business.

### 3: Plan for ongoing oversight and continuous coaching

Continually optimizing agent performance is a critical part of contact center transformation. Of the consumers surveyed by Frost & Sullivan, only three out of 10 said they

always feel cared for by the agent. And only four out of 10 always feel as though the agent is listening to them.

Analytics tools and AI technologies can help by enabling you to identify best practices and training opportunities. More advanced contact centers even use AI-powered analytics to give managers real-time insight into agent performance and compliance, script adherence, and customer satisfaction, so they can provide highly targeted coaching wherever it's needed.

Automating performance monitoring means that, instead of manually listening to a handful of calls for each agent each month, you can identify previously unseen trends, issues, and training opportunities by assessing every call automatically. Aside from the agent performance optimization benefits, the cost savings can be huge—one company we worked with had 500 people just listening to calls and filling out scorecards. That's a compelling opportunity for automation.

And speaking of automation, it's not just agents that require ongoing oversight—it's also important to continually monitor, assess, and optimize your IVR and virtual assistant (VA). Analyzing the factors behind VA-to-agent transfers, for example, can help you identify new opportunities to improve your self-service offering for specific customer journeys.

### Start small, think big

It can be easy to become overwhelmed by the enormous possibilities that digital innovations offer for contact centers. But whatever your own transformation looks like, it's important to take it in bitesize pieces—fix one part of the customer experience and then grow your capabilities from there.

And remember that transformation never stops. It's a continuous process of optimization that involves constantly

looking at your operations and asking questions like:

- How can we be more effective in the most cost-effective way? And how will we measure our success?
- What new tools, processes, and delivery mechanisms do we need to bridge the customer experience gap?
- Are we achieving the goals we set for our transformation initiatives?
- Do we need to adjust our approach or pivot to a new one?

It's by finding the answers to those questions—and regularly analyzing your progress—that you can deliver great experiences at the lowest cost to serve. And that's what will turn your contact center from a cost of doing business into an important profit driver.

**Check out our recent webinar with guest Forrester Research “[4 contact center transformation pitfalls \(and how to avoid them\)](#)”.**

What does it take to design conversational experiences that customers love?

**Eduardo Olvera, Director of User Experience in Nuance's Technology Advancement Group**

looks at the critical role of conversational design — and offers his advice on how to get it right.



## INSIDE INNOVATION: The art and science of conversational design

### **We need to talk about conversation**

Since the early days of the very first contact centers, companies have spent millions adding more and more engagement channels to make accessing services more convenient for their customers. But there's something a lot of companies are missing.

### **Customers don't care about channels**

They care about the problems they need to solve, or the transactions they need to complete, so they'll pick whichever channel will help them get the job done fast. But they still expect to engage with one interconnected system, whichever channel they choose. They want one conversation with one company, regardless of the interface.

And that word 'conversation' is critical here. Conversation is the oldest, most fundamental interface that we humans have. It's simple and natural, and it requires minimal effort, which makes conversational interfaces ideal for providing outstanding customer experiences.

But can you really provide conversational experiences across all kinds of different



**Conversational design helps companies strengthen customer relationships by providing interfaces that bring value to both sides.**

channels? Yes, with the right approach to conversational design, you can.

### **Just what is conversational design?**

To make sure we're all on the same page, here's a simple definition of what we mean by 'conversational design'. It's the process of creating experiences that are:

- Human-centric, social, and interactive
- Grounded in communication principles, regardless of the mode of interaction

Properly designed conversational interfaces allow businesses to create more human and intuitive interactions and dramatically reduce customer effort. Conversational design helps companies strengthen customer relationships by providing interfaces that bring value to both sides. With more human interactions across more channels,

customers get fast, effective, low-effort service, and companies get increased customer engagement and satisfaction and lower contact center costs.

### **Conversational design doesn't come easy**

Some people think that because they have conversations every day, they can design conversational interactions. But that's a bit like saying because you listen to thousands of hours of music on Spotify you can write an opera. Conversational design is an art; it requires skill and experience to get it right.

Sure, you can spin up a basic chatbot in 10 minutes using some basic tech, but can you reliably predict what people will say when they interact with it? And can you recover quickly and gracefully when you get an unexpected response? Designing natural two-way interactions is simple, not easy.

Then you need to think about all those channels. How will you deploy conversational experiences on web, chatbots, smart speakers, and so on? While the business process behind the scenes might be the same (like paying a

bill, for example), each channel enables that transaction in a different way, creating a unique experience across them, so you need to account for that in your conversational design.

### An outcome-based approach

It's all too easy to get excited about conversational AI tech (it is pretty exciting, after all) and then look around for things to do with it. But a wiser approach is to think about the value first—for customers and for the business—and the outcomes you want to achieve.

Here's how we do it with the companies we work with.

#### 1. Identify the customer problem or goal

Maybe customers are constantly requesting agent support to get answers to simple questions, ramping up your contact center costs. Or maybe they're always having to chase returns and your CSAT is plummeting. Whatever the case, the key thing is to begin by identifying a real customer problem that you want to solve; that's the key to driving adoption and generating business value.

#### 2. Apply relevant conversational design strategies

With the problem identified, the next step is to select the conversational design strategy, or combination of strategies, that will help you solve it. Think of them as "lenses" that

allow you to look at your problem from a user-centric perspective and help identify possible solutions. This strategy will help guide the way you design, implement, and optimize that solution.

#### 3. Find the technologies and services that enable those strategies

It's only after identifying the problem and the right conversational design strategy that you should even think about technology. Tech should be the last piece of the puzzle, not the first.

#### Conversational design innovation in action

So, the theory sounds great, but what's conversational design like in practice? Here's a couple of examples.

A well-known financial services firm that we worked with used conversational design to completely transform the economics of its contact center. It identified a problem with too many customers having to access its contact center for basic inquiries, and it selected the Cooperation and Error Tolerance design strategies as the foundation of its solution.

Next the firm collected a whole lot of data to see where customers were struggling with its existing processes, then designed a conversational interface, which it deployed as a virtual assistant, to solve those problems. Others that tried this approach have seen a small increase



**Tech should be the last piece of the puzzle, not the first.**

in digital traffic, but very often don't see any benefit across other channels. They were different. The company understood it was not the technology but rather the solution, and knew this wasn't a fire-and-forget exercise. The firm monitored and continuously improved the design of the conversational interface to the point where, today, the experience is so good that 2 million calls every month are deflected from the call center to the digital channel (on top of them adding 10 million more new customers during the same time period, which traditionally would've resulted in an estimated increase of 1 million calls per month, whereas here they saw the opposite effect!)

Here's another great optimization story. A major retailer wanted to have better conversations with its customers through a variety of channels, so it used the Context Awareness design strategy to build a conversational interface to anticipate customer needs. The company analyzed tons of customer data on past purchases, recent orders, open claims, and more, and then made assumptions based on the pattern it identified.

Just one problem: the predictions the conversational interface made were only right 35% of the time (which is typical in the industry), so 65% of people had to go through extra effort—it was really doing more harm than good. So the retailer decided to take things a step further and introduced AI into the mix. We helped it create machine learning models trained on the same customer data that found previously unseen patterns.

Today, the retailer's conversational interface can predict customer intent in production with 80% accuracy, streamlining conversations and immediately delivering value to customers—while saving the company millions in contact center costs.

## Conversational design strategies



**Cooperation**  
Minimize user effort



**Goal-orientation**  
Both parties achieve their goal



**Context awareness**  
Respond and behave appropriately



**Speed and Clarity**  
Be efficient and remove ambiguity



**Turn-based**  
Appropriate pace, shared clarity



**Honesty**  
Set expectations, build credibility



**Courtesy**  
Respect time, be productive, anticipate needs



**Error tolerance**  
Anticipate errors and shift/recover seamlessly

**Why is contact center transformation so important? And what does it really take to get it right? We spoke to two contact center transformation veterans to find out.**

# At the forefront of transformation – what does it take to get it right?



## David Potter

Director of Technical Field Enablement, Nuance Enterprise



With more than 20 years' experience in contact center operations, David was responsible for launching chat at AT&T back in 2000, helping the service grow from four agents working out of a converted conference room to thousands of agents today. Since joining Nuance in 2018, David has been instrumental in helping ambitious organizations find powerful solutions that meet their unique needs.

### Why transform?

Contact center transformation is not optional—customers demand it. Customers want to communicate with brands on their terms, in their preferred modality, whenever it's convenient for them. That means brands must build flexibility into their operations to support a range of channels. By doing so, they can ensure that, no matter how customers engage with the company, they communicate with one brand, one voice, delivering consistent experiences across channels.

If you can achieve this always-on brand availability,

the customer satisfaction and loyalty gains will be significant. And agents' job satisfaction will increase, driving higher retention rates and more informed, engaged agents delivering even better service.

### What's the key to a successful transformation?

Remember it's an evolution, not a revolution. Every transformation is unique and starts from a different place, whether it's implementing the company's first ever virtual assistant or rolling out voice biometrics across multiple channels. Transformation is a journey, it never ends—you can never stop innovating and optimizing.

In my experience, there are several factors that often get overlooked in the rush to transform. First, identify opportunities based on available data. That will not only help to develop your business case but also to secure leadership buy-in and willingness to invest in long-term goals. Second, constant communication is critical, so that everyone from the CEO to the agents on the frontline are on the same page with what's

happening. Lastly, it's essential to have alignment through shared, customer-centric goals across the business, from operations to IT, for any transformation to succeed.

### What does the future hold?

The potential for AI and analytics is huge, and the ultimate goal will be to get to a point where we can contain the end-to-end customer experience for almost every interaction in digital channels. There should be no need for me, as a customer, to explain who I am and what I want to accomplish. The intelligence embedded in the systems should do all that, offering a personalized, predictive experience from start to finish.

In this new world, the skills agents need will also evolve. With automation resolving the majority of simple contacts, brands will need to recruit high-caliber agents capable of handling complex, high value, sensitive conversations. And some of those agents will also be tagging conversational data to help optimize the performance of said intelligence.



# ON THE FRONT LINES



## Matt Ellis

Director of Professional Services, Speech and Data Science, Nuance Enterprise



Matt has more than 10 years' experience of working with Nuance customers on contact center optimization programs, using his expertise in speech analytics and data-driven automation to support successful transformations. Matt and his team embed themselves in the business, using data to understand customer journeys, uncover patterns and anomalies, and identify valuable optimization opportunities.

### Why transform?

In too many organizations, the customer journey is broken. Customers are tired of the status quo of disjointed experiences, and digital-native companies are setting a high bar for the standards of customer care that people expect.

By using speech analytics as part of a digital transformation, brands can identify inefficient processes and target the best areas of the customer journey to introduce automation, helping them cut costs and improve customer outcomes. And the benefits go beyond the

contact center, too. Capturing the voice of the customer with analytics can reveal opportunities to improve products and services—that's very powerful.

### What's the key to a successful transformation?

The first thing is to have clearly defined use cases for analytics. Know what questions you want to ask, whether that's 'Why do I have so many agent-to-agent transfers?' or 'Which intents are most common in each channel?' or whatever—that will help define the architecture of the analytics solution and program objectives.

As with any transformation program, a well-executed change management plan is a must. But perhaps the most important thing is to be realistic about the team required. You'll need a team with business analyst skills to create categories, analyze data, review findings with business leads, and leverage these findings to execute the transformation. Brands also need to consider

ongoing analysis, continuous improvement and building a team to support.

### What does the future hold?

I see brands bringing more channels onto the analytics platform. The potential of digital transformation is immense—these channels have been developed to service incremental customer demand, but often they're not being monitored, measured, or optimized.

We'll also see more powerful prediction capabilities, with organizations training machine learning models using data from speech analytics to predict—in real time—each customer's intent, their propensity to buy or likelihood of churn. And the most forward-thinking brands will use data from speech analytics to train models and use them across the business.

# Jetstar creates modern, intelligent and unique customer experiences with Nuance Virtual Assistant



Jetstar is committed to providing a modern experience to its growing customer base. To adapt to the rising popularity of its virtual assistant, the airline updated its service to understand customers' queries more contextually and serve customers seamlessly across its multiple platforms.

**“Calls to our call centers have decreased as enquiries through Facebook Messenger become more prevalent, and this is likely to continue now that our virtual assistant has extended to messaging.”**

**George Goucher, AI, Robotics and Emerging Technology Performance Manager, Jetstar**

## Challenge

As one of Asia Pacific's fastest growing airline brands, Jetstar fields thousands of customer contacts every day—with a 30% growth rate in customer queries year-on-year. In addition, whenever there are natural disasters or engine problems that impact any of its services, the airline sees major spikes in contact center demand.

With more customers than ever before interacting with its virtual assistant, Jetstar knew its skill set needed to be expanded. The airline wanted its virtual assistant to deliver a seamless omni-channel service and help reduce high call volumes in high-pressure situations.

## Solution

Deploying Nuance's latest linguistic engine technology, Jetstar's virtual assistant can now understand customer queries more contextually and learn faster than ever. The number of customers being directed to agents and the live chat has been reduced, and more customers are being contained by the virtual assistant's ability to answer all their queries.

And the airline didn't stop there. As more customers began using its messaging services, Jetstar launched a Facebook Messenger service in New Zealand, Australia, and Singapore in November 2018. Integrating the virtual assistant, it's now learning new phrasing, delivering rich content, and even using emojis during text conversations.

The virtual assistant can retrieve customer bookings, resend itineraries, and add baggage to books, to deliver a truly personalized assistant experience.

## Results

From November 2017 to June 2018, there were over 37,000 conversations with the virtual assistant on Facebook Messenger, assisting more than 8,000 customers.

Unlike any other automated service on Facebook Messenger, there is a seamless integration between Jetstar's virtual assistant and its agents. The assistant resolves 33% of customer queries, allowing the social team to get their response time down from 17 hours to less than a minute.

With the continued success of its virtual assistant, Jetstar is now looking to combine it with software robotics that will enable it to carry out even more actions normally conducted by agents.

[View the full case study here.](#)

# One of UK's largest retailers transforms digital customer engagement with Nuance Virtual Assistant



A leading UK retailer enhanced its customer experience to support increased contact volumes and free up agents' time. Customers now get fast solutions to common problems, and agents get more time to spend on unique cases.

**"We treat the virtual assistant just like an agent. We train it, manage its performance, and it works as one of the team. We're starting to see a lot of value from that."**

**Business Solutions Manager for Retail,  
large UK retailer**

## Challenge

As one of the UK's largest retailers, this company gets thousands of visitors to its online store every day. With an existing live chat solution in place, customers were able to speak to live agents about any issues they were having during their shopping experience.

But as contact volumes continued to rise, the digital team noticed that many customers were experiencing similar problems—including incorrect promotional code entries, returns and refund issues, and loyalty card difficulties. The retailer knew it had an opportunity to save its agents time, while still providing customers with solutions to their problems.

## Solution

After choosing Nuance as its partner, the retailer was ready to embed Nuance Virtual Assistant into its live chat almost immediately. The digital team worked closely with Nuance to identify key questions customers were asking. Once identified, the team used existing transcripts from the retailer's live chat deployment to create decision trees for certain scenarios.

Now, when a customer experiences a promotional code issue, a chat window automatically appears and a conversation with the virtual assistant starts. And if the VA can't solve the customer's problem, it can seamlessly transfer them to a live agent.

## Results

Since the retailer integrated the VA into its website in September 2017, it has had more than 250,000 interactions—and 70% of issues have been resolved without the need for human involvement.

The service is currently live across five customer journeys, and it's triggered when a customer experiences a problem. And since its launch, the service has saved over £2m of online sales that the company might otherwise have lost.

Following the success of the virtual assistant, the retailer plans to extend it even further across the website, as well as onto other platforms, including Apple Business Chat, WhatsApp, Facebook Messenger, and SMS.

[View the full case study here.](#)

# Advanced voice technology?

There's an API for that.

The humble application programming interface is making innovative technologies more accessible and flexible than ever. **Rachel Ashby, Senior Principal Product Manager at Nuance**, takes us on a tour of the world of API-enabled speech applications.



## The API opportunity

With consumers increasingly interacting with technology—and with brands—using their voice, the demand for high-quality speech applications is growing fast. But it's not just the quality of the tech that's important; it also needs to be more accessible, usable, and customizable.

The ability to customize advanced speech technology is vital as brands look to build natural customer experiences that meet very specific business needs. And that's where APIs come in.

Application programming interfaces, combined with containerized microservices architecture, connect disparate apps, letting organizations rent or subscribe to leading technologies rather than licensing them. That gives brands the flexibility, choice, and control to mix and match the right tech for their use cases, and it helps them respond to changing market conditions and customer demands much faster. In short, APIs make it easier for organizations to innovate quickly and create voice-enabled experiences.

## Powering contact center innovation

API-enabled innovations take many forms, from adding Natural Language Understanding (NLU) to an existing virtual assistant to combining enterprise-grade technologies into an AI platform.

Maybe you want to extend the capabilities and value of your IVR with an advanced transcription engine. Or perhaps you need to modernize your contact center by adding new speech-powered capabilities. Whatever the case, APIs can make it much simpler and more cost-effective to bring voice-enabled customer experience innovations to life.

But it's more than just APIs, of course. APIs are simply a way to access incredibly powerful speech technology engines—it's what you do with those engines that counts. Applying conversational AI to real business



**APIs make it easier for organizations to innovate quickly and create voice-enabled experiences.**

problems is about more than just understanding words. It demands a deep understanding of industry context, a focus on concrete business outcomes, and a thorough grasp of the art and science of conversational design.

It's that combination of industry knowledge, business outcome focus, tools and design expertise that allows us to work on some really exciting innovations with Nuance customers. By accessing our engines through APIs—and drawing on our tools—they're creating amazing voice applications that help them differentiate their experience, reduce customer effort and frustration, and stand out in crowded markets.

Here's just a small sample of some of my favorites:

- The **financial institution** that wanted a **branded voice experience** for their VA but want to integrate with existing investments
- The **airline** that modernized its IVR from directed dialogue to NLU to create a better caller experience
- The **gaming console maker** that's

using advanced speech technology to enhance accessibility in its video game network

- The **TV service provider** powering voice-enabled entertainment to help viewers access relevant content quickly and easily
- The **pharmacy chain** installing voice-enabled kiosks in its branches to serve customers faster (literally solving customers' headaches)
- The **subway operator** keeping passengers up to date with announcements delivered by text-to-speech technology
- The **film distributor** using speech tech to reduce the cost and effort of dubbing movies into other languages

The list goes on, and behind all these innovations sit APIs (and a healthy dose of Nuance expertise, alongside some pretty advanced conversational AI technologies).

## Over to you

The potential of APIs to reduce the time, cost, and effort of creating innovative voice-enabled experiences is clear. And stay tuned for some big news coming soon about how we're going to make it even easier to innovate your customer experience with conversational AI. For now, the only question remains: what real-world outcomes could you achieve with easier access to cutting-edge speech technologies and tools?



# Analysts speak out – Nuance leading the pack

## The Forrester New Wave: Conversational AI for Customer Service

Evaluating the 14 providers of conversational AI that matter most today, Forrester found that the Nuance Intelligent Engagement Platform had the strongest current offering.

Compared to the other vendors, the report revealed Nuance offers differentiated artificial intelligence, voice and speech, human/AI blending, omni-channel, and security and authentication. Forrester noted that Nuance enables “mission-critical, enterprise-grade, conversational AI”, and “[outstrips] its rivals with its tools for human agents”.

[Read the Forrester report](#)

## Gartner Market Guide for Virtual Customer Assistants

Representing 80% of the current market size, the Gartner Market Guide compared the leading vendors in virtual assistant technology.

Nuance was recognized for facilitating “seamless connections between AI and humans”, and “bringing intelligence to everyday work and life”. The Nuance virtual assistant was recommended for its ability to “understand, analyze and respond to human language to increase productivity and amplify human intelligence”.

**Gartner**

## Opus Research’s Intelligent Authentication and Voice Biometrics Intelliview

Comparing 13 leading vendors in authentication and voice biometrics, the report named Nuance the “undisputed market share leader”.

As well as being commended for its “multi-faceted, layered security approach”, Nuance was noted for having the most seamless integration with IVR, contact center, web, mobile and digital software infrastructure. Nuance’s voice biometrics also had the highest authentication success rate and fraud prevention rate of all 13 vendors, and customers reported better ROI using Nuance over competing vendors.

[Read the Opus report](#)

**FORRESTER**

**opusresearch**

## Expert insights

Check out some of our recent blog posts.

### Consumers get ready to fight fraud with biometrics

1 in 4 people have fallen victim to fraud in the last twelve months—biometrics is on the rise to change that.

[Learn more.](#)

### Analytics and Jeopardy: Changing the game

Learn how powerful analytics tools can be the key to success for effective and efficient customer engagements.

[Learn more.](#)

### Getting our geek on for Geek Pride Day

Nuance's army of geeks dig deep into the science of conversational design.

[Learn more.](#)

## Upcoming events

Visit us on the road.

**CA Digital Government Summit**  
September 9-10, Sacramento, CA

**Conarec Conference Brazil**  
September 11, Sao Paulo, Brazil

**IBC**  
September 13-16, Amsterdam

**Aite Financial Crime Forum**  
September 17, Charlotte, NC

**Forum Banca**  
October 1, Milan, Italy

**TRMA**  
October 1-2, Nashville, TN

**Digitale Zukunft des Kundenservice 2019**  
October 7-8, Frankfurt, Germany

**Opus C3 Conference**  
October 8, New York, NY

**ISMG Cybersecurity Summit**  
October 15, Lisbon, Portugal

**CFCA Fall 2019**  
October 15-17, Tucson, AZ

**Money 20/20**  
October 27-30, Las Vegas, NV

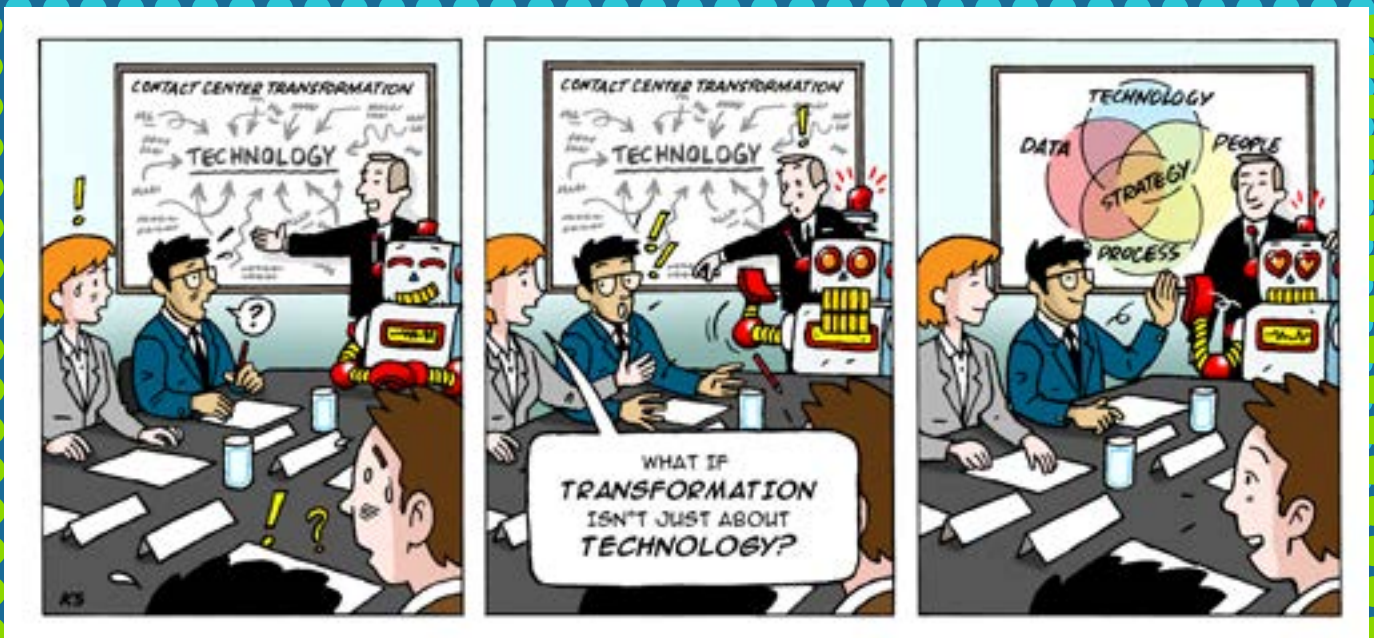
**Strategietage CRM & Call Center**  
November 5-6, Bensberg, Germany

**CCV Jahrestagung**  
November 14-15, Berlin, Germany

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## Signs of Intelligence



### 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.



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NUAN-CS-3862-01-M DIGITAL, Aug 21 2019