

## INSIDE:

**The new rules of digital customer engagement**

**What's next for customer service messaging**

**AI and agents: The new power couple**

**How a global telco takes the lead in digital CX**

# A blueprint for Digital Customer Engagement





## Welcome

Welcome to the latest issue of Nuance Innovation Quarterly. As we planned for this edition, little did we realize the remarkable events and changes that would happen to our world.

The current climate has brought about a new way of doing things – a new way of communicating, a new way of working, a new way of engaging. Not that the digital world is a new frontier – it's not. But, even when social isolation is behind us, digital engagement of any kind will be the expectation as customers and businesses adjust and evolve into a new norm.

Presently, customer contact centers are at the forefront of this evolution, with organizations leaning heavily on automated virtual assistants and live human agents – who are in many cases now working remotely — to ease consumers' concerns and communicate critical information. Never has customer engagement, particularly over digital channels, been so critical.

Organizations will need to create a new blueprint for a customer environment that reflects this new way of doing life—now and looking forward. We hope you find the articles in this edition helpful as you map out how to stay connected and engaged with customers, minimize disruption, and continue to meet new and unexpected challenges in the coming weeks and months.

Finally, I'll leave you with a blog post from Robert Weideman, executive vice president and general manager of the Nuance Enterprise Division "[Helping each other stay strong on the journey to the other side of COVID-19](#)" – it's an encouraging message as we all move forward. I hope you take the time to read it as well.

We're in this together. As always, you can reach out to us any time at [CXExperts@nuance.com](mailto:CXExperts@nuance.com).

Until next time,

Tony Lorentzen  
GM and SVP, Intelligent Engagement  
Nuance Communications, Inc.

May 2020

## In this issue

**Catching the innovation wave @Nuance** p3

### Issue spotlight

New engagements, new rules. p4

### Solution showcase

The power of messaging. p6

### On the frontlines

Automation and agents. p8

### Innovation heroes

A top three global retailer. p10

A major global telco. p11

### Inside innovation

Enter the Dragon. p12

### What's new @ Nuance

We win big at The Stevie Awards. p14

### In the know

Read the latest from our blog. p15

### Comic relief

Signs of intelligence. p16



### A catalyst for CX success

Get insights on how organizations can better manage customer engagement amid disruption—and beyond.



**View past editions of Nuance IQ**

**Nuance IQ**  
Innovation Quarterly Magazine



# 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 engagement. To learn more about these and all our innovative solutions, visit

[www.nuance.com/enterprise](http://www.nuance.com/enterprise).

## Nuance Agent Coach

Nuance Agent Coach is a new Agent AI feature that's designed to support your agents in delivering exceptional customer service. It uses experience, insight, and AI to provide detailed on-screen support during live conversations and help agents become more proactive, productive, and effective.

Agent Coach helps contact center managers reduce the time it takes to train agents by offering real-time script prompts, reminders, and recommendations tailored to specific conversations. It can help organizations boost resolutions and conversions, reduce waiting times, and ensure every agent is delivering a consistent brand experience.

[Learn more.](#)

## New messaging channels

Nuance now delivers customer engagement through direct and third-party driven integrations with WhatsApp—joining Apple Business Chat, Facebook and Twitter as part of Nuance's supported messaging apps. As a battery-light, high-privacy app, WhatsApp is an ideal messaging platform to deflect calls from the IVR, as well as send out reminders and notifications to customers when necessary.

With over 1.6 billion monthly active users worldwide, WhatsApp is the most popular messaging platform, especially in EMEA, LATAM, and Asia—making it a high-priority platform for organizations trying to meet their customers' preferences.

[Learn more.](#)

## Nuance Customer Interface API

Nuance's conversational AI engines are already available through APIs—offering you instant access to powerful speech and AI technology. And now we've added the Customer Interface API beta to our roster, enabling the decoupling of individual messages from the chat interface, so users can design their own chat skin.

The API—[part of the Nuance Mix tooling platform](#)—enables you to design your chat skin with specific features like buttons, carousels, rich media and even calendar widgets. Plus, you can customize your chat experience for web and messaging apps to meet your customers' needs.

[Learn more.](#)





# A blueprint for digital customer engagement

With digital channels growing and evolving, how should contact centers respond as the rules of customer engagement get rewritten?

**Tony Lorentzen, GM & SVP, Intelligent Engagement, Nuance Enterprise,** assesses the impact of the new rules of digital customer engagement.

## The unstoppable rise of digital

Over the last few years, the shift toward digital channels has accelerated. Just look at the explosion of messaging apps and the proliferation of smart speakers and other connected home devices. We're all spending more time on more digital channels, and we're doing it on a bigger range of devices.

It's not just time we spend on digital; the most recent figures from the United Nations put global digital commerce spend at \$29 trillion.<sup>1</sup> And that was back in 2017.

Of course, where there's more money, there's more competition for wallet share—and there are greater customer expectations. Customers are less patient, they're less loyal to brands, and they expect more personalized interactions that demonstrate an understanding of who they are and what they need.

In response, the smartest organizations are developing a mature approach to AI adoption, realizing that breakthrough tech can help them understand their customers in context, automate routine inquiries and transactions, and

personalize experiences in meaningful ways.

## AI comes of age

In the past, we've used AI technologies to help drive self-service, automating simple transactions and FAQs to get customers off expensive channels and onto cheaper ones. But more recently, conversational AI has proved beneficial in other ways:

- Personalizing conversations based on deep customer knowledge and contextual understanding
- Helping customers discover, understand, and buy new products
- Predicting customer needs and proactively targeting people with relevant assistance or offers

It's a vital shift in emphasis for customer engagement leaders, as they begin to place the same focus on revenue generation that they previously placed on cost savings. (Though obviously, reducing the cost to serve is still an important goal.)

As conversational AI adoption matures even further, I expect to see the level of



**AI models will become more in tune with customers, connecting historical and real-time data to make accurate predictions and identify the fastest route to resolution.**



**Agents won't really be 'agents' at all anymore—they'll become 'advisors,' providing advice and guidance that customers trust to help them solve complicated problems.**

customer engagement in digital channels increase. AI models will learn over time to become more in tune with customers, connecting historical and real-time data to make accurate predictions and identify the fastest route to resolution.

Plus, building and optimizing conversational self-service applications will become faster and easier, with AI tools like our own Pathfinder making it simpler to create complex dialog models. As digital channels become more and more conversational and more capable of delivering effective resolutions, customers will be more likely to select self-service interactions. But that doesn't mean that agents will be left out of the picture—far from it.

#### **From agent to advisor**

In this new world of AI-powered automation and conversational self-service, the role of agents will be elevated rather than eliminated.

With more repetitive, everyday tasks automated in digital channels, agents will spend their time dealing with more complex issues. In fact, they won't really be “agents” at all anymore—they'll

become “advisors,” providing advice and guidance that customers trust to help them solve complicated problems.

With fewer simple, scripted conversations, agents will need more effective training and the power to make their own decisions. They'll also need to be assessed on new types of performance metrics that account for task complexity and the value of the outcomes. And they'll need instant access to relevant, contextual information.

Luckily, new AI tools (like our own Agent Coach) can help provide all of these things too, helping contact center leaders create teams of super-agents while reducing the time and cost of onboarding and training.

#### **The contact center culture shift**

The fusion of AI and agents across digital and legacy channels will have a profound impact on the structure and culture of contact centers.

Customer engagement leaders will have important questions to answer about how they structure contact centers to enable AI and agents to work together

to handle interactions through all these different channels.

To be effective in their evolving role, agents will require new skillsets, as they become AI trainers, complex case handlers, voice and digital multitaskers, and even video stars. (Video is set to be the next big thing, as video communication becomes more popular in digital channels.)

And all these developments must be based around a clear view of customer interaction data from across previously siloed channels. Success will also require complete alignment between channel owners on the goals and priorities for optimizing the customer journey.

For some, it will be a difficult culture shift. But for those that can get it right—and I'm proud to count our customers in that category—the rewards in brand differentiation, customer advocacy, cost savings, and revenue generation could be enormous.

<sup>1</sup> <https://unctad.org/en/pages/PressRelease.aspx?OriginalVersionID=505>

Why is messaging so important today, and why should brands focus on it?

**Josefine Fouarge, Sr. Principal Solutions Marketing Manager at Nuance,** looks at the critical role messaging plays in customer engagement—and explores the exciting opportunities the channel creates.

# The power of messaging

Engaging customers on their terms.

## It's time to talk about messaging

Think of the last time you phoned a brand.

Whether you were making a sales inquiry, asking about an upcoming event, or even looking for an update on your order—you would have preferred to use a messaging channel, right?

No, I'm not a mind reader. I just know how convenient messaging can be. It offers a fast and easy way to get in touch, and it doesn't take up as much time as a phone call. And brands increasingly understand how powerful a proposition that can be—in Forrester's recent Customer Service Megatrends report, they identified improving mobile experience as one of the top five business priorities for 2020.<sup>1</sup>

As messaging continues to become an even bigger part of our daily lives, innovative brands are finding new ways to engage with customers and new messaging platforms to meet their preferences.

But what makes messaging such a critical focus for brands today? And what can it offer customers that phone calls can't?

In this article, we'll take a look at how messaging platforms are fueling smarter

can engage on their terms. They can fit engagements into their lunch break, their morning commute, or during any other small gap in their day. As well as offering the flexibility and convenience that phone calls can't, these channels make it easier

“Messaging channels empower brands to create more interactive experiences that help solve customers' problems faster.

customer engagement and how they can help meet your customers' expectations.

## The freedom to message

When customers call your business, they need to reserve time in their day to hold a complete conversation with an agent—and if this process takes too long, it can leave them incredibly frustrated.

But with messaging channels like Apple Business Chat, WhatsApp and Facebook Messenger—which all enable conversations to be paused and continued at any time—customers

to reconnect customers with the same agent, so they can start to develop an ongoing relationship.

And thanks to the latest enhancements in the messaging ecosystem, it's now easier than ever for users to discover those messaging options. Increasingly, brands can ensure that whether a customer finds their number through a search engine or “contact us” page, they're offered the chance to send a message instead.

It's not just the customer that benefits, either. Agents can't handle multiple calls



at once, but they can have multiple messaging conversations—making a significant impact on your contact center's efficiency. And if an agent wants to follow up with a customer after their initial engagement has finished, all they need to do is send a message.

### More than just convenience

Convenience is a critical reason why messaging is becoming so popular in customer engagement—but it's not the only driver.

Messaging channels allow brands to engage their customers in exciting new ways. They're no longer restricted to plain text and emojis—instead, they can handle a diverse range of rich media, such as interactive widgets, images, documents, voice memos, and GIFs.

If a customer is asking about a specific product, the chat agent can send a picture to clarify what they're looking for, or even send a link to the product's web page. And as messaging platforms continue to add more features, brands will be able to offer innovative experiences. Just look at today's leading furniture brands—many have already implemented AR technology into their messaging channel to help customers see what specific items of furniture will look like in their homes.

### Interactive, engaging conversations

If you compare how customers talk on the phone to how they text using messaging apps, it's rarely similar—and the same can be said for agents too. Being good at talking to customers through text is very different from being good at talking with your voice. Agents need to be able to understand customers' problems, what solution they're looking for, and even how they're feeling—all from the words they type. It demands an entirely new set of skills, as well as a different approach to conversational design.

But that's not a bad thing. Messaging platforms empower brands to create more

interactive experiences that help solve customers' problems faster. With the ability to use features like carousels and quick actions, brands can accelerate the rate of conversations and ensure they're always headed in the right direction.

Mobile provider messaging platforms like Apple Business Chat are also integrated with the rest of the customers' phone ecosystem, meaning conversations are connected to specific tools like Apple Pay, calendar, maps, and more. The customer no longer needs to switch between apps—the experience is all in one, familiar channel. Plus, as mobile provider messaging platforms are native to customers' smartphones, they can start messaging brands without having to download any additional software.

“While messaging channels can be incredibly effective, there are some instances in which you'll want to have a spoken conversation. That's why, like all digital channels, messaging shouldn't be used to reduce costs. Instead, it should be strategically deployed to provide a better customer experience.”

### Blended engagement, not call deflection

While messaging channels can be incredibly effective, there are some instances in which you'll want to have a spoken conversation. That's why, like all digital channels, messaging shouldn't be used to reduce costs. Instead, it should be strategically deployed to provide a better customer experience.

When a customer engages with your brand, you need to consider three key questions:

- Why is the customer engaging?
- What channel is best suited for the situation?
- On what channel does the customer want to engage?

And it's the third question that's critical. Brands that try to shift their customers to digital channels to lower costs risk not giving their customers the attention they need. For example, if a customer has just

come from a frustrating digital experience on your website, the last place you'd want to send them is back to one of your digital channels.

With a blended approach between the phone and messaging, you're more likely to meet their requirements and win their loyalty in the long run.

### What's next for messaging?

With a diverse range of platforms already available, the foundations for messaging are strong—but the future is even more exciting.

Messaging will continue to grow. Despite 90 percent of consumers wanting to use messaging to communicate with brands, only 50 percent of businesses

have the infrastructure in place to fill this demand.<sup>2</sup> And that means there's a huge opportunity for brands to embrace the channel to differentiate the experience.

As demand for messaging options accelerates, businesses need to act fast to ensure they're making smart engagements. Customer engagement leaders will stay agile and adapt to new messaging trends as they emerge—whether that's utilizing new messaging capabilities to drive awareness and demand for messaging, accommodating new channels, reflecting changing customer habits, or designing innovative new experiences.

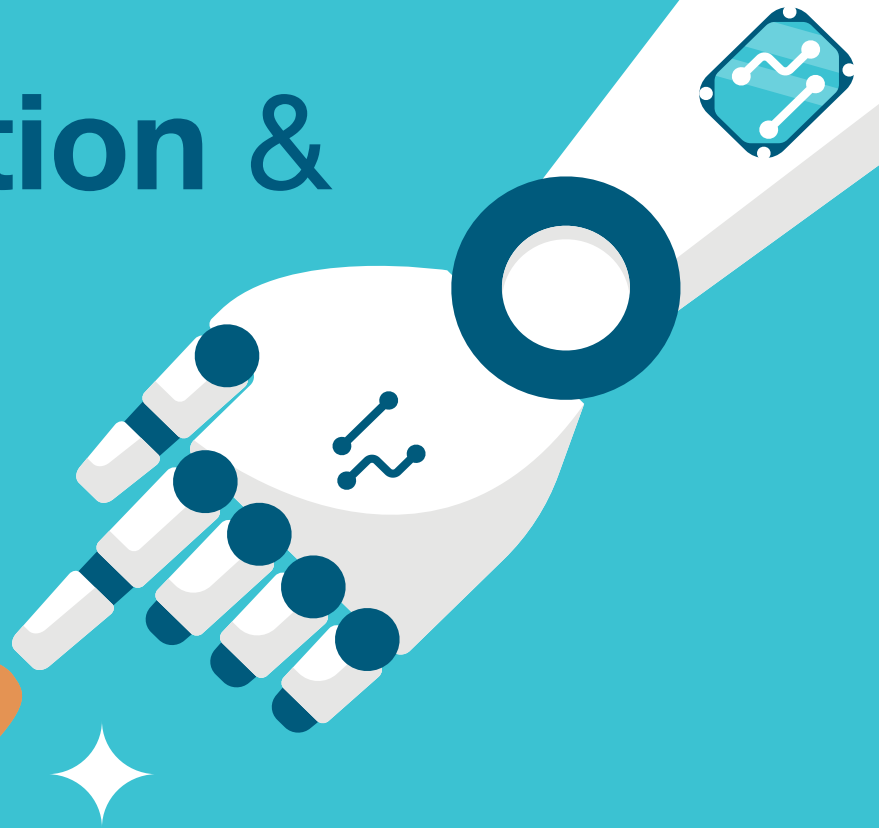
But whatever your messaging strategy, it's critical you remember to always engage your customers on their terms, and always put their experience first.

<sup>1</sup> Forrester, The Three Customer Service Megatrends In 2020: Fuse AI and Agents to Drive Better Experiences

<sup>2</sup> Nuance, White Paper, Messaging done right: 4 customer service messaging best practices for seamless omni-channel engagement

# Automation & agents:

## The new power couple



In a digital world fueled by AI and automation, it's easy to assume that agents are being replaced. In this article, we explore why **agents' roles are more important than ever**, and how they're going to evolve in the future.

The media depicts a future where technology is stealing people's jobs and everything is automated—but it's far from the truth. Instead, AI-powered technologies are creating new opportunities for agents and transforming their roles into more valuable components of the modern contact center.

And this is quickly being recognized in the industry—as cited in Forrester's 2020 Predictions report, a key use of

AI will be to support agents in their efforts to provide truly differentiated experiences.

So let's explore how AI is rapidly changing the role of the contact center, why agents are still critical in a digital future, and the human tasks that AI will never be able to replace.

### **Agents' place in a digital world**

For contact center agents, it's no longer just a case of answering a phone and

solving a customer's problem. They're under much greater pressure to deliver smart engagements and meet customers' rising expectations. And as customer engagement channels continue to expand, it's a task that's becoming more difficult.

Just look at messaging, for example. It demands that agents handle multiple engagements at once, as well as understand customers' emotional state from just the words they type—both skills



## A helping hand for agents

Today's most forward-thinking contact centers are using AI to fill the gaps in agents' skillsets, and it's changing their role in three critical ways:

### 1. Less cognitive load

Agents are expected to know hundreds of details about their customers and quickly search for the right answer—which can be difficult to do mid-conversation. But using AI, agents can find answers in huge knowledge bases in a matter of seconds, reducing their cognitive load and allowing them to focus on the customer they're talking to.

### 2. Smarter training

It can be difficult training agents while they're busy handling customers' problems—but AI offers a unique opportunity. By learning from the most talented agents in the contact center, AI can offer recommendations based on best practices to agents during conversations, in real time. Not only does this enable contact centers to train agents faster, but it also helps managers quickly roll out changes and give agents relevant information about limited and seasonal offers.

### 3. Intelligent insight delivery

Customers expect more personalized engagements than ever before, but when agents handle hundreds of cases a day, they can be difficult to deliver. That's why smart contact centers are using AI to offer agents relevant, actionable insights based on customers' information, during their engagements—from what they've previously purchased to what products they're likely to purchase next.

that aren't required of a traditional phone agent.

And the pressure extends even further. Today's customers expect agents to know everything about them—whether it's their order history, details about their case, or even what they talked (or chatted) about with other agents.

It's an overwhelming responsibility that no agent can handle alone. But with the right technology by their side, it suddenly becomes more achievable.

### So, what about automation?

It can't be ignored, there are some parts of the customer engagement process that are being automated, and agents are being replaced—but it's far from a threat.

Instead, automation is simply picking up the lower-value tasks, handling basic customer interactions like authentication, providing updates on an order, or changing a password.

By automating these tasks, agents have more time to focus on complex customer cases, and they're less likely to become fatigued and demotivated by menial, repetitive interactions. Plus, it means

## Some tasks are best left to agents

Automating low-value tasks is an effective way to boost efficiency and lower costs in your contact center, but there are some tasks that AI will never be able to handle:

### 1. Emotional situations

AI has seen huge progress in the past few years, particularly its ability to understand basic emotions—but sensitive customer cases will always require that human-to-human connection. For example, if a customer's husband has died and they're trying to access their

bank account, pushing them onto a self-service channel could create frustration and distress, and even risk losing the customer.

### 2. New situations

While AI is great at automating familiar tasks, it's always relying on previous data and training to select appropriate actions. If a completely new customer situation comes in, a virtual assistant won't have any previous experiences to create a solution—only a human agent will be able to respond based on instincts.

they're having genuinely meaningful conversations with customers—and ultimately, that benefits both parties.

### The modern contact center

AI and agents each have their strengths—but they're even stronger when they work together.

That's why the modern contact center should be designed around the Agent-

AI relationship, and structured in a way that supports their collaboration, helping them work together to deliver unique value for customers.

The digital future doesn't just look bright for AI—it looks bright for agents, contact centers, and customers.

[Discover more about Agent AI.](#)

# A top three global retailer creates personalized customer experiences across its voice and digital channels



This retailer transformed its entire customer engagement center by implementing Nuance Virtual Assistant and Live Chat. Now, the retailer can handle greater contact volumes and create unique experiences for its customers.

**"We've completely transformed our customer care center. Our agents are much better equipped to provide unique customer experiences, and our virtual assistant is helping us deal with rising contact volumes."**

Team member from a major global retailer

## Challenge

As a top three global retailer, this company handles thousands of calls every day. After the retailer predicted its call volume to double by 2020, it knew its legacy care center wouldn't be able to keep up.

The retailer was already in the process of an ongoing digital transformation across its physical stores and digital channels, but it needed a new care center solution. It needed its solution to integrate with backend systems and answer personalized questions related to customers' journeys, as well as combine digital and voice channels seamlessly.

## Solution

The retailer implemented the Nuance Digital Engagement Platform, and within just one year, live chat and virtual assistant were rolled out to its seven largest markets. Now, customers can contact the retailer 24 hours a day, and they're greeted by a virtual assistant through the live chat service before reaching an agent.

But as a leader of its industry, the retailer wanted to go one step further. It worked closely with Nuance to develop a service never seen before in retail. Customers can now upload a photo of an item within the chat, and the retailer's virtual assistant will present a similar product based on machine learning algorithms.

## Results

The retailer deployed its virtual assistant in record time by leveraging existing chat transcripts and combined industry knowledge for faster training and go-live. And from day one, it was seeing over 85 percent of customer cases resolved by the virtual assistant.

After a successful first project with Nuance, the retailer is now working to deploy the platform in Germany, as well as integrate it through APIs into its CRM and other backend systems. The retailer's virtual assistant will be able to provide an even more personalized service, with the ability to answer questions about customers' orders, and even greet customers by name.



[Read the full case study.](#)

# A major global telco takes the lead in digital conversations with Nuance



With a 17-year partnership with Nuance, this global telco uses Nuance Conversational IVR, Live Chat, and Virtual Assistant to offer customers effortless contact experiences across multiple channels.

**“Throughout our working relationship, Nuance has been a trustworthy leader in innovation. They understand our objectives, and partner with us as we strive to attain them.”**

**Project management team member, a major global telco**

## Challenge

With over 60 million customers worldwide, one of the world's leading telecommunications companies faces a massive customer engagement challenge every day. Its customers expect effortless services, quick solutions to their problems, and the ability to engage on whatever channel suits them most.

Delivering a seamless customer engagement strategy has always been a priority for the telco, but as customer expectations continue to rise, it needs to adapt quickly to keep up.

## Solution

Using Nuance Conversational IVR, the telco offers customers a streamlined experience and relieves some of the growing pressure on its contact center agents. Since its launch, the telco has worked closely with Nuance to make updates as the market changes—whether it's adding a new service offering, optimizing IVR performance based on existing conversation data, or adding additional self-service capabilities.

And it didn't stop there. After its success with Nuance Conversational IVR, the telco also came to Nuance for its digital channels. Previously, the telco was working with another provider for its Live Chat service—but as demand for digital channels saw a rapid rise, the vendor struggled to keep up with platform enhancements. The telco needed a new solution, fast. When it came to Nuance with the challenge, it was able to make a deploy chat within an incredibly fast timeline.

## Results

The telco's close partnership with Nuance has generated some huge cost savings over the years. Today, it has yearly savings of over \$7m due to SMS to Chat and \$14m due to virtual assistant contact deflection.

And it's not just cost savings that have made the partnership a success—the telco has seen a big boost in operational efficiency and customer experience too. Its IVR currently has over 70 percent containment rate, and its conversational virtual assistant handles over 50 percent of cases without passing the customer onto a live agent.

The telco continues to work closely with Nuance using agile methodologies, making quick updates and improvements to its services based on performance data, and successfully meeting its customers' demands.

[Read the full case study.](#)





# INSIDE INNOVATION: Enter the Dragon

Dragon has long been a critical productivity tool for millions of healthcare professionals worldwide—and it's coming soon to a contact center near you!



**Eric La Scola, Solutions Marketing Manager for Dragon Professional at Nuance,** reveals how Dragon speech recognition technology is set to accelerate contact center efficiency and effectiveness while improving its overall economics.

## **Balancing efficiency and CX**

Contact centers are some of the most metrics-driven organizations around, capturing and monitoring every moment of time spent on every interaction. But that relentless focus on the numbers can create tension between seemingly conflicting priorities.

On one side, there's constant pressure to optimize efficiency, productivity, and costs. And on the other side, there's the imperative to provide outstanding customer experiences.

True, these priorities aren't always in conflict; reducing Average Handle Time (AHT) will have a positive impact on customer experience—if it results in faster resolutions rather than just faster calls. It comes down to where the



**We spotted a new opportunity to help agents become even more productive—and improve customer experience at the same time.**

emphasis lies between efficiency and quality—yet the smartest contact center leaders know they need to focus equally on both.

While my colleagues across Nuance are helping contact centers improve both efficiency and quality with conversational AI, the team spotted a new opportunity to help agents become even more productive—and improve customer experience at the same time.

**That's a wrap!**

One of the most significant drains on an agent's time is completing call wrap-up reports. It's a vital activity for compliance, training, and identifying customer journey bottlenecks, and each call summary must be completed quickly, accurately, and in enough detail to be useful.

**Dragon - proven performer in the healthcare industry**

- Used by **millions** of healthcare professionals
- Clinical documentation completed **faster** and more **accurately**

There are parallels here with the millions of healthcare professionals who use Dragon speech recognition software to complete clinical documentation faster and more accurately, helping increase productivity and improve patient outcomes. There's a reason 90 percent of US hospitals deploy a Nuance healthcare solution (including Dragon)—they know dictating patient stories is three times faster than typing them—and equally important, dictating delivers valuable immediacy and detail.

**Dragon - pilot in the contact center**

- Saved an average of **45 seconds** per call wrap-up
- Captured **more detail**, aiding the learning loop for future resolutions

**Agent call wrap-up with Dragon for contact centers**

- Quick and accurate summaries
- In-depth information captured for compliance, training and CS analysis
- Reduced new agent onboarding times
- Broadened talent pool – higher performing individuals don't need to be expert typists

So, our team came up with the idea of using Dragon Professional Group in contact centers to help agents accelerate call wrap-ups. Importantly, it's not the off-the-shelf version available to consumers—it's an enterprise-grade version of Dragon software that includes the backend integration, centralized management, and ongoing support that large organizations need.

**Need for speed (and quality)**

In speaking with customers, the ROI of Dragon for contact centers is apparent. Agents can reduce AHT by an average of 5-6 percent per call. Scale that up to hundreds of agents, and over a year, it amounts to huge time—and cost—savings. Using Dragon, agents also capture more call detail and specificity, which will help expedite future resolutions of similar issues.

Alongside these efficiency and productivity benefits, Dragon will also help contact center leaders reduce onboarding times for new agents, helping them become productive much faster by using voice commands instead of typing.

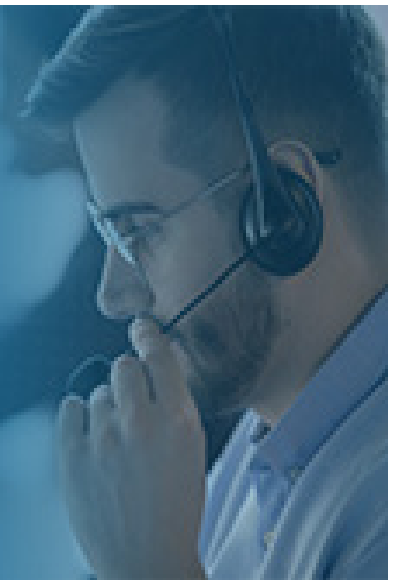
The use of Dragon in contact centers reveals another crucial benefit that will help improve the customer experience.



**Because dictating notes with Dragon removes the need for agents to be fast, accurate typists, it broadens the talent pool for contact centers.**

Because dictating notes with Dragon removes the need for agents to be fast, accurate typists, it broadens the talent pools available to contact center leaders. Candidates who have outstanding customer service skills but poor typing skills may previously have been rejected, but now they can become valued members of a high-performing team.

Now that Dragon has entered the contact center, we're excited to see how our customers combine Dragon with other Nuance technologies to improve efficiency and quality in the contact center and beyond. It's a powerful combination of AI tech that promises to revolutionize the economics of customer service—so watch this space!





# 2020 Stevie Awards

## **Nuance receives six awards for leadership in intelligent customer engagement.**

The Stevie Awards are the world's top honors for customer service, contact center, business development, and sales professionals. More than 2,600 nominations from organizations in 48 nations of all sizes and in virtually every industry were evaluated in this year's competition. Winners were determined by the average scores of more than 180 professionals worldwide on seven specialized judging committees.

This year, along with several customers, Nuance received six Stevie Awards, including:

### **– Best Use of Technology in Customer Service Award – Telecommunications Industries**

TELUS engaged Nuance to build out a more robust conversational IVR that allows customers to speak naturally at the start of the call to get more complex questions answered and transactions completed. Working with Nuance, TELUS has reduced its fast transfers and significantly increased self-service interactions.

### **– Innovation in Customer Service Award – Financial Services Industries**

USAA, one of the world's largest financial institutions serving over 13 million current and former members of the U.S. military and their families, turned to Nuance's virtual assistant technology to power its virtual assistant, which interacts with USAA members via both voice and text, in contextual, intelligent natural dialog, recognizing multiple concepts and responding to changing intent.

### **– IVR or Web Service Solution Award**

The Nuance Lightning Engine eliminates the need for passwords or knowledge-based questions to securely validate individuals. Combining voice biometrics and natural language understanding technologies, it delivers more personalized and human-like experiences across channels, while authenticating customers in as little as half a second.

### **– New Contact Center Solution Award**

Nuance Pathfinder is a breakthrough technology that uses machine learning and Nuance AI innovation to increase the conversational intelligence of virtual assistants and chatbots. Pathfinder reads existing chat logs and transcripts of conversations between agents and customers within contact centers, and automatically builds highly effective dialog models used to create and support two-way conversations between virtual assistants and consumers.

Exceptional customer care is nonnegotiable for organizations as consumer expectations continue to evolve in today's rapidly growing digital economy. We congratulate our customers for their achievements in reinvigorating and redefining customer service experiences – and we are grateful for the Stevie Award recognition.



**Expert insights** – Check out some of our recent blog posts.

**Three simple steps to address COVID-19 demands in your contact center**

The coronavirus pandemic has forced companies around the globe to protect their employees while developing business continuity plans. Businesses also are working to quickly relay the latest relevant information to their customers when guidelines and situations are fluid and changing sometimes hourly. This blog post explores what customer contact centers can do to ease consumers' concerns and communicate critical information.

**How biometrics can keep fraudsters at bay**

With a massive shift to work-at-home, enterprises need to be aware of evolving threats and fraudsters looking to take advantage of this societal change. In this blog post, we explore how biometric solutions can keep bad actors at bay, ensure the connections they need to make with customers are safe and secure and allow their organizations to adapt rapidly to emerging threats.

**4 key lessons for innovation success**

Designing innovative AI is a time-consuming, difficult process. While the results can be outstanding, it demands a huge amount of problem-solving, organization, and collaboration to get there. That's why Nuance's Technology Advancement Group (TAG) have clear guidelines to keep their projects on track. This blog post reveals their four rules for successful AI innovation.

**The API revolution has begun**

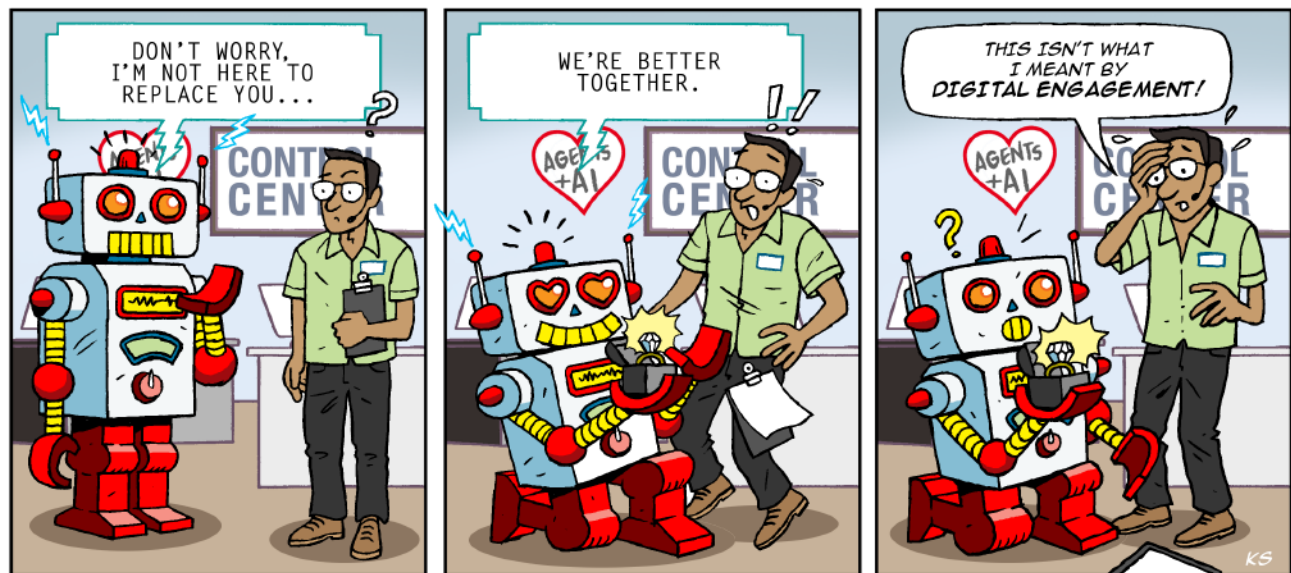
We don't believe in putting limits on innovation—that's why our conversational AI engines are now available through APIs. Whether you want to add Natural Language Understanding to your virtual assistant or apply text-to-speech capabilities to customer interactions, Nuance APIs are your gateway. In this blog post, we look at the potential of APIs, and how you can realize their benefits.

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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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