NUANCE

Better digital retail experiences, faster.

Deploy an AI-powered chatbot or virtual assistant that delivers proven ROI.

As retailers strive to meet growing customer expectations around frictionless experiences and self-service capabilities, the industry is witnessing unprecedented investment in digital transformation initiatives. Cost pressures are adding to this challenge, while the COVID-19 pandemic has accelerated the need to stand up easy-to-use digital retail-focused assistants that address a wide range of customer needs.

Speed deployment and easy customisation across channels
Nuance Retail Essentials for chatbots and VAs uses industry-specific intents and proven experience to speed deployment of a superior digital customer experience in as little as four weeks. Built on an AI-based platform that integrates with your data, brands can provide personalised responses across any channel and escalate to live chat as needed. Nuance Retail Essentials enables you to better understand your customers' intentions, providing actionable reports that highlight customer experience with self-service automation – quickly identifying areas of opportunity and delivering greater ROI. And with DIY tooling to quickly adapt their chatbot or VA, organisations can better meet changing business needs in-house without third-party help.

Deliver a personalised, seamless conversation
Nuance delivers a truly integrated, omni-channel customer engagement solution for personalised, automated and human-assisted conversations across voice and digital channels. This all leads to a seamless and secure user experience without increased cost. Nuance Retail Essentials includes:

— **Retail chatbot for top industry-specific questions:** Address customers' most common digital shopping and service questions through a VA deployed on your website, messaging channels or smart devices. Leverage our library of intents or easily create those specific to your needs.

— **Language and NLU starter packs for faster accuracy:** Retail-specific packaged designs offer intents that reduce training language models' workload and improve intent classification accuracy at launch. Immediate understanding of common questions like "What's the status of my pickup?," "What hours are you open?" and "What's your price match policy?"

TOP USE CASES SUPPORTED

— Order status
— Make purchase
— Product availability
— Order issue
— Delivery status
— Pick up status
— Locations & hours
— Billing assistance
— Cancel order
— Price match
— Make payment
— Reward enquiry
— Return item
— Product support
— Tech support
— Credit card app
— Account info
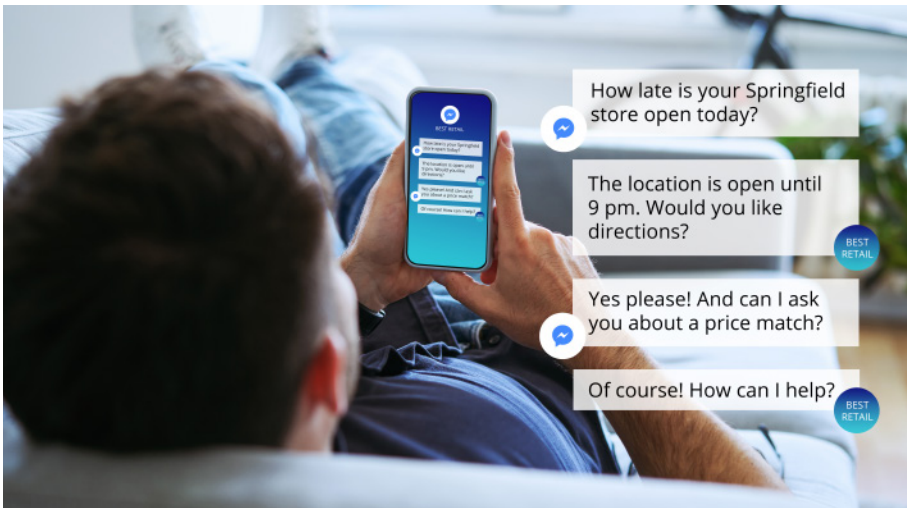
— **Fast deployment in as little as four weeks:** Reduce the time needed from creation to deployment while achieving high performance from day one.

— **CRM integration for improved personalisation:** Real-time access or integration to your back-end customer data systems provides deeper personalisation and tailored responses.

— **Seamless live chat agent escalation for human touch:** When the VA doesn't know the answer or the customer requires additional support, boost CSAT and improve efficiency by using NLU to determine context, prioritise and seamlessly route to a live agent with the best skill set.

— **"Build once, deploy many" approach for omnichannel consistency:** By enabling shared NLU and dialogue content across multiple channels, retailers can create an experience once and make it available on other channels – providing their customers with a consistent, seamless transition across channels without losing context.

Once deployed, use Nuance Mix, our DIY conversational AI tooling platform, to quickly and easily maintain and enhance your chatbot and VA. Enable greater control, accelerated development time and increased business agility. Scale capabilities across multiple channels with consistency, implementing additional user experiences like multi-media and rich text.

LEARN MORE
Visit nuance.com or contact us at cxexperts@nuance.com to learn more about these fast-deploying messaging and web solutions.