



Next-generation telco experiences, delivered today

eBook
Nuance Omnichannel Customer
Engagement Solutions

Meet nine telcos delivering standout customer experiences with Nuance technologies.

Telcos: Your time to innovate is now

The telecommunications industry is no stranger to disruption—whether it be from digital-first pioneers, fast-changing customer behaviors, technological advances like 5G, or the recent global pandemic.

With disruption comes fresh challenges, but also fresh opportunities. And right now, some telcos are seizing the chance to innovate and create the next-generation customer experiences that will define the future of the industry.

As McKinsey notes, “Operators have a chance to capitalize on recent behavioral shifts to rethink their approach to serving, satisfying, and delighting customers.”¹ The analyst also lists “customer engagement” as one of the five critical pillars for any telco currently looking to reimagine its business model.



¹ <https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/a-blueprint-for-telecoms-critical-reinvention>

In this guide, we'll showcase nine telecommunications providers delivering next-generation customer experiences, using Nuance omnichannel, digital, and security technologies. If you're looking to level up your own customer experience, you'll discover exactly what's possible, and the kind of outcomes—from improved CSAT scores to reduced costs—you can also expect to achieve.

How Rakuten Mobile integrated intelligent AI services with its core communications platform

SOLUTION | Nuance APIs and Nuance Mix

Some of the brands we work with already have effective customer service technologies in place and just want to integrate our intelligent AI capabilities—that's why we made our services available as APIs.

Rakuten Mobile, the large Japan-based telco, recently integrated our Conversational AI and Engagement AI services with its Rakuten Communications Platform (RCP). It's now the first-ever cloud-native and virtualized mobile communications platform to have our AI services built in.

The telco uses Nuance APIs to create effortless self-service options for customers with speech recognition, text-to-speech, natural language understanding capabilities, and voice biometrics.

What's more, Rakuten Mobile has complete control over its customer experiences, using our enterprise-grade tooling platform, Nuance Mix. The telco can rapidly develop, test, deploy, and optimize its virtual assistant and speech recognition solutions in-house—reducing development and optimization time by more than 50%.

50%

reduction in development and optimization times with our conversational AI tooling platform, Nuance Mix

Meet Nuance Mix

Nuance Mix empowers organizations to create advanced conversational experiences for IVR and chatbots using the same market-leading tools that Nuance uses for design, speech, natural language, dialog, and test. With one tooling platform across the full software development lifecycle, enterprises gain greater control, accelerated development time, and increased business agility. The result is conversational AI that drives business outcomes.



Nuance® Mix

Vodafone embraces remote customer service during the COVID-19 pandemic

When COVID-19 forced Vodafone's contact center staff to work from home, both agents and managers had to rapidly adapt.

Previously, contact center managers kept track of real-time metrics on desktop dashboards and responded to any drops in performance by providing additional guidance for agents. But with everyone working in separate locations, support became a logistical challenge.

In response, Vodafone collaborated with Nuance to create a KPI dashboard that could be accessed from anywhere, based on the granular data the telco was already capturing from its deployments of Nuance Live Assist and Call Steering. The dashboard offers real-time metrics, including queue times, live NPS scores, and average handle times.

The dashboard quickly helped contact center managers improve the telco's key metrics, and Vodafone is now using it as a permanent solution.

<2

weeks to create
an easy-to-use contact
center dashboard



How Deutsche Telekom offers customers seamless, secure access to their accounts using their voice

While it remains the default authentication method for many companies, knowledge-based authentication has always created opportunities for fraudsters and frustrations for customers. That's why this telco wanted to offer customers secure access to their accounts without them needing to remember yet another password or lengthy ID number.

The telco now uses Nuance Gatekeeper to effortlessly authenticate customers using their voice. Customers create a voiceprint using the simple phrase, "my voice is my password at Telekom," and they get seamless access to their accounts the next time they call. Importantly, Gatekeeper doesn't store a recording of the customer's voice, just this voiceprint—which, even if it were somehow stolen, wouldn't be of any use to a would-be fraudster.

Deutsche Telekom has processed more than 1.7M customer authentications since Gatekeeper's launch. What's more, 75% of customers using the service say it's more convenient than providing an ID number.



1.7^M

customer authentications processed since launch

700^K

voiceprints registered since launch

75%

of customers say it's more convenient

How a leading global telco creates effortless experiences across every channel

SOLUTION | Nuance Conversational IVR, Live Assist, and Virtual Assistant

With more than 60 million customers worldwide, this leading global telco needs to cater to a huge range of customer preferences. After identifying its key customer service challenges, it partnered with Nuance to transform all its engagement channels.

The telco's ambitious project started with its voice channel, where the brand used Nuance Conversational IVR to allow customers to describe their needs naturally, in their own words. The service helps over 70% of customers to serve themselves, freeing up agent time, which can be spent on more complex cases.

Following the success of its IVR project, the telco deployed Nuance Live Assist and Nuance Virtual Assistant across its digital channels. The VA acts as the digital front door, offering fast, automated answers to customers' questions. And when a customer needs further assistance, the VA can seamlessly transfer the conversation to one of the brand's agents using Live Assist. It's an efficient combination, with the VA solving 50% of customer cases, boosting customer experience and saving the telco more than \$14M every year.



4M+

calls every month with a 70%+ containment rate

\$7M+

annual savings with SMS to Live Assist

\$14M+

current year savings due to VA contact deflection

How a major global telecommunications company seamlessly routes customers to relevant services using their voice

SOLUTION | Nuance Conversational IVR and Live Assist

This telco serves 470 million mobile customers across 26 countries, but previously only offered customers access to 16 different service destinations through its IVR. The limited options made it difficult for customers to find exactly the right service area for their cases, often leading to agents having to transfer callers internally, a practice which increases both customer frustration and contact center costs.

The telco replaced its entire call-routing system with Nuance Conversational IVR to offer its customers easy service navigation using natural speech. Now, the telco can provide customers with effortless access to more than 400 service destinations—improving the accuracy and efficiency of every transfer.

And to make its digital service just as effortless, the telco also deployed Nuance Live Assist on its website. It's proved popular with customers—55% of customers choose Live Assist and the company's virtual assistant over its voice channel, and customer satisfaction has increased by 15%.



87%

accurate recognition of intents in the IVR

55%

of customers choose Live Assist and Virtual Assistant over voice

15%

increase in customer satisfaction

How a leading North American carrier delivers 24/7 service with its winning VA and Live Assist combination

SOLUTION | Nuance Virtual Assistant and Live Assist

When this leading North American carrier deployed Nuance Virtual Assistant on the FAQ section of its website, it quickly proved its value as a way to provide prompt answers to common customer questions. But the carrier knew the VA had greater potential, so it worked with Nuance to expand the automated service across more parts of its engagement channels.

The carrier deployed its Nuance VA—alongside Nuance Live Assist—on the 'My Account' section of its website to offer customers 24/7 support for any account-related issues. The expansion helped the carrier quadruple its engagement rates in just one month and boost its CSAT score from 83% to 93%.

Now, the carrier can continually update the virtual assistant with new intents and optimizations whenever it needs. This proved especially useful during the early days of the COVID-19 pandemic, when its team added new intents within just 24 hours.

\$3.20

ROI for every \$1 spent with the virtual assistant

91%

first contact resolution rate

93%

CSAT score



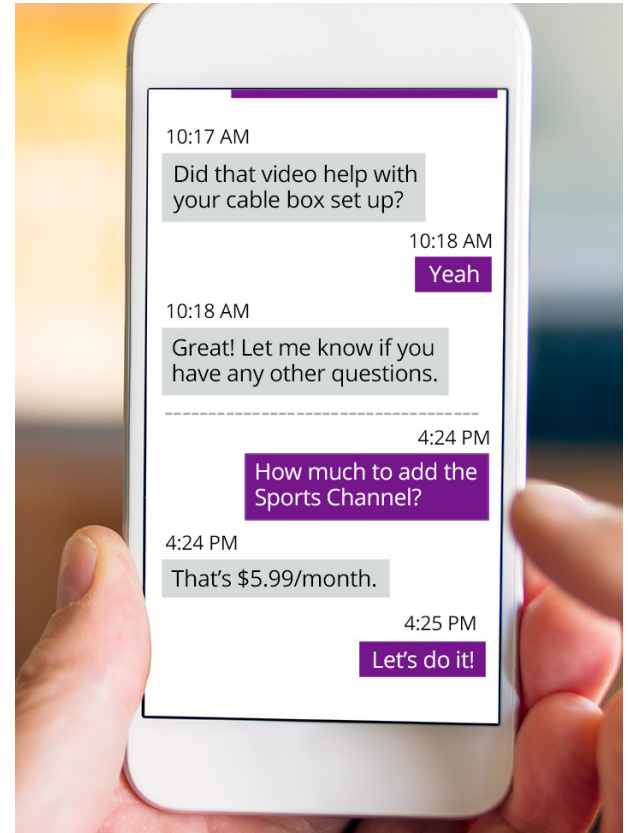
How a leading North American telco offers customers convenient, asynchronous messaging conversations

SOLUTION | Nuance Live and Asynchronous Assist

This leading North American telco was already offering customers fast, seamless messaging across its website and mobile app using Nuance Live Assist. It was a popular service, but there was room for improvement: customers had to stay in the chat window to complete their case, and agents had to give unresponsive customers ample time to reply before closing the conversation.

The telco worked with Nuance to design a more convenient chat experience, adding asynchronous capabilities to its deployment of Nuance Live Assist and expanding the service to Apple Business Chat. The asynchronous capabilities allow customers to place conversations on pause and reply in their own time, while helping agents be more productive and handle multiple cases at once.

It had a significant impact on the telco's messaging experience, driving a 4% increase in Net Promoter Score and reducing average handle times by 26%—ultimately translating to a \$4.7M projected increase in annual sales revenue.



4%

increase in Net Promoter Score

\$4.7M

projected increase in annual sales revenue

26%

lower average handle times

How a large North American telco disrupts organized fraud, protecting its customers and its business

SOLUTION | Nuance Gatekeeper

This large North American telco was already using our voice biometrics solutions to authenticate customers—but it wanted to go one step further and take the fight to fraudsters.

The telco now screens every call coming through its sales, activations, or claims lines using Nuance Gatekeeper. The platform processes the voice characteristics captured in each call and compares them to a watchlist of suspected criminals' voiceprints. Also, Gatekeeper automatically generates an hourly report for the telco's internal analytics—helping it ensure genuine customers are served efficiently, and fraudsters are stopped before they can make an attack.

Since deploying Gatekeeper, the telco has prevented more than 4,000 confirmed fraud attempts in just three years, saving as much as \$7M in transactional losses alone.



Around
\$2,000

saved with every
prevented fraud attempt

4,000+

fraud attempts
prevented

\$1-3M

annual savings using
Nuance Gatekeeper

How a Brazilian telco rapidly identifies fraud attacks and reduces risk across its contact centers

SOLUTION | Nuance Gatekeeper

Fraud accounted for 95% of this Brazilian telco's annual losses—and with more than 15,000 calls a day, manually scanning conversations to spot known fraudsters was taking too long.

Now, the telco uses Nuance Gatekeeper to seamlessly analyze every caller to determine whether they're a genuine customer or a fraudster. Using Gatekeeper's voice biometrics, the telco can examine a wide range of unique characteristics about the caller's voice—from pitch to pronunciation—and compare them to an extensive database of fraudsters.

Since deploying Gatekeeper across all its contact centers, the telco has reduced the time it takes to identify fraudsters by 88%, and it's helped the organization's fraud analysts handle over three times more cases each day. And with a 96% accuracy rate for fraud alerts, the telco's agents can feel assured they're speaking with genuine customers.



88%

decrease in time to identify fraudsters

79%

of fraudsters stopped by voice biometrics

3x

increase in the number of cases handled daily

How Dragon TV creates seamless, intuitive, voice-controlled entertainment experiences

SOLUTION | Nuance Dragon TV

With a booming industry of paid streaming services, premium channels, and paid content options for viewers, telcos need to deliver truly innovative entertainment experiences to stand out.

That's why many are using Dragon TV, our Emmy Award-winning speech recognition technology,² that allows for voice navigation and discovery of relevant content. Users can purchase premium packages and even engage with customer care in an easy and meaningful way.

Dragon TV uses natural language understanding to add voice searches and commands to customers' smart TV experiences. It can integrate into remotes, set-top boxes, smart speakers, and the TV itself. And using voice biometrics, Dragon TV can even identify individual speakers, provide

parental controls and personalize responses to show content most suited for the user.

Leading telcos like Liberty Global, Telecentro, Sky, and Orange France have already embraced Dragon TV to offer their customers simple, personalized, and secure voice-enabled entertainment experiences.

It's proved popular with subscribers, too—70% of those who use it within the first month still navigate and search with their voice nine months later, making an average of 100 monthly voice requests, and contributing a total of 2.2 billion monthly Dragon TV interactions. What's more, 44% of content searches are for premium or paid content, making it a lucrative opportunity for telcos to upsell and expand their paid subscriber base.

² <https://www.nuance.com/omni-channel-customer-engagement/voice-and-ivr/dragon-tv.html>





Embrace the future with next-generation telco experiences

Telcos have a critical decision to make today. As McKinsey puts it: “They can either tinker around the edges to achieve incremental gains or make a bold choice to reinvent their value-creation formula.”³ Ultimately, the telcos that choose the bolder route will be the ones to shape the industry’s future and dictate their place within it.

But those willing to take the plunge will need an effective, AI-driven customer engagement strategy that delivers the effortless experiences today’s consumers expect, just like the telcos we’ve showcased in this guide.

³ <https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/a-blueprint-for-telecoms-critical-reinvention>



About Nuance Communications, Inc.

[Nuance Communications](#) (Nuance) is a technology pioneer with market leadership in conversational AI and ambient intelligence. A full-service partner trusted by 77 percent of U.S. hospitals and 85 percent of the Fortune 100 companies worldwide, Nuance creates intuitive solutions that amplify people’s ability to help others.

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Ready to learn more?

If you’re ready to learn more about the technologies in this guide, or want to talk about how they could help you level up your own engagement strategy, you can:

[Visit our dedicated telco infohub](#)—for exclusive on-demand webinars, key industry insights, and other compelling case studies.

Get in touch at cxexperts@nuance.com—for personalized advice from one of our customer engagement experts.