

Nuance and WorldManuals Partner on Mobile Customer Care Solution

Nuance Mobile Care Extends Self-Service Capabilities with On-Device Support Menus

Burlington, MA – February 15, 2010 –Nuance Communications and [WorldManuals](#), a Copenhagen-based company that specializes in delivering mobile device support solutions, today announced a partnership to provide access to relevant and timely customer support content delivered through Nuance Mobile Care. The solution has already been introduced with Vodafone in Portugal and Spain, where mobile subscribers benefit from enhanced functionality that WorldManuals brings to the mobile care experience.

The partnership expands the self-service capabilities of [Nuance Mobile Care](#) by providing WorldManuals' on-device support menus on the mobile screen, based on the relevancy of the subscriber's customer care request. This joint offering by Nuance and WorldManuals provides the subscriber with additional methods of efficiently self-solving problems without needing to speak to a live agent.

Already embedded on millions of handsets worldwide, Nuance Mobile Care is redefining customer care for mobile operators and their subscribers. Nuance Mobile Care offers subscribers an engaging, intuitive interface to efficiently self-solve problems and obtain relevant information, such as billing details, plan upgrades and diagnostics, directly and instantly on the handset. In fact, Nuance Mobile Care can resolve over 60% of the calls that would otherwise go to a live agent within the mobile operator's call center — resulting in considerable savings.

“Recent studies show that people are more receptive to accessing customer care on their mobile handset because it's quicker and easier than waiting in a queue for a live agent,” said Bob Wise, senior vice president and general manager for Nuance Mobile Care. “The contact center is crucial to customer loyalty, and the mobile device has opened up a new — and increasingly preferred — channel for creating positive customer experiences.”

Contacting the call center with the mobile device has grown 74% since 2007, and this trend will continue since the majority (68%) of subscribers contact call centers for basic information that can be resolved directly on the mobile device. A recent study on consumer attitudes towards Nuance Mobile Care, carried out by Added Value, revealed some interesting information about consumer preferences:

- 62% of respondents preferred Nuance Mobile Care versus talking to an agent or using Web self-service, specifically in terms of ease of use (70%), ease of understanding (64%), speed (55%) and likelihood to use (61%).
- 59% of respondents said that handset self-service would be their preferred channel of customer care, compared with only 34% that would choose to deal with a customer service agent.

“We have seen an increasing appetite for on-device support in recent years, said WorldManuals' CEO Thomas Thrane. “The partnership with Nuance and the integration with the intuitive interface of Mobile Care will enable us to satisfy this rising demand and

bring further enhancements to the market, such as context navigation of support content, and device troubleshooting to enable customers with solutions that are relevant to their device usage.”

Nuance and WorldManuals will showcase the application at the upcoming Mobile World Congress show in Barcelona from February 15th through 18th in Hall 2, Booth D33. For more information about Nuance Mobile Care, please visit <http://www.nuance.com/mobilecare>.

WorldManuals ApS

Headquartered in Copenhagen, Denmark, WorldManuals is a privately owned company specialized in production and delivery of mobile device support information and solutions. Since 2002, world renowned mobile operators have improved their customer satisfaction and decreased their total cost of service by making WorldManuals information and solutions available to end-users and customer service agents on websites, in call centers, in retail stores and on the mobile device itself. For more information, please visit www.worldmanuals.com.

About Nuance Communications, Inc.

Nuance is a leading provider of speech and imaging solutions for businesses and consumers around the world. Its technologies, applications and services make the user experience more compelling by transforming the way people interact with information and how they create, share and use documents. Every day, millions of users and thousands of businesses experience Nuance’s proven applications and professional services. For more information, please visit: www.nuance.com.

Nuance and the Nuance logo are trademarks or registered trademarks of Nuance Communications, Inc. or its subsidiaries in the United States of America and/or other countries. All other company names or product names may be the trademarks of their respective owners.

The statements in this press release, relating to future plans or future events or services, are forward-looking statements which are subject to specific risks and uncertainties. There are a number of factors which could cause actual events or results to differ materially from those indicated in such forward looking statements, including fluctuations in demand for the Nuance products, the relationship with its partner and the continued development of Nuance products. The reader is warned not to rely on these forward-looking statements without reservation, since these are simply reflections of the current situation. Nuance disclaims any obligation to update any forward-looking statements as a result of developments occurring after the date of this document.