

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

Using the Nuance Digital Engagement Platform, the retailer can handle greater contact volumes and create unique experiences for its customers.

A top three global retailer, operating in 47 markets around the world, both online and in stores, has transformed its entire customer engagement centre by implementing Nuance Virtual Assistant and Live Chat.

**Customer** | The world's second largest retailer

**Challenge** | Adapt its customer care centre to handle the increasing contact volumes, improve its customer experience and offer automated self-service options 24 hours a day.

**Solution** | With the Nuance Digital Engagement Platform, the retailer can solve incoming inquiries using a virtual assistant. If the virtual assistant is unsure, it can ask a chat agent for help. Nuance Nina Coach equips the agent with recommended best actions. That agent then selects the best option or takes over entirely with contextual information to continue where the VA left off.

**Results** | Customers get easy access to the services they need and quick solutions to problems they're facing, and agents have more time to focus on complex cases.

"We've completely transformed our customer care centre. 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**



## Key metrics



**85%**

of final answers provided by the Virtual Assistant



**30%**

containment in the Virtual Assistant

## Challenge

### A call for transformation

With over 11 million customers contacting its care centres in 2017 alone, this global top three retailer handles thousands of calls every day. And with that volume expected to double by 2020, its leaders knew its legacy care centre couldn't keep up.

The retailer's ongoing digital transformation across its physical stores and digital channels required a new care centre solution. It needed to be able to integrate with backend systems, answer personalised questions related to customers' journeys, as well as combine digital and voice channels seamlessly.

## Solution

### A reinvented retail service

With the Nuance Digital Engagement Platform, the retailer was able to completely transform its customer care centre, and make its services available 24 hours a day.

Within one year, live chat and virtual assistant were rolled out to their largest seven markets. Customers that contact the retailer's care centre now meet the virtual assistant through the live chat service before reaching an agent.

As a retailer at the top of its industry, the company didn't want to stop there. Instead, it worked closely with Nuance to achieve something that has never been done before in retail. Customers can now upload a photo of an item within the chat, and the retailer's intelligent virtual assistant can present similar product

options based on machine learning algorithms.

## Results

### Rapid retail success

After the instant success seen in the UK, Sweden and the US, the retailer has now deployed the Nuance Digital Engagement Platform across the Netherlands, France, Poland and Austria.

The retailer was able to deploy its virtual assistant in record time by leveraging existing chat transcripts and combined industry knowledge for faster training and go-live. From the first day of deployment, it was seeing over 85% of customer cases resolved by the virtual assistant.

Following its successful first project with Nuance, the major retailer is now working to deploy the platform in Germany, as well as integrate it through APIs into their CRM and other backend systems to enable more personalised service, like greeting the visitor by name and allowing them to ask questions about their order and more.

### Learn more

This major retailer embraced the entire Nuance Digital Engagement Platform, but not every Nuance journey is the same. Your solution should be tailored to your needs, with a partnership that runs on your timeline. To discover what you could achieve with an omnichannel customer experience, drop us an email at [cxexpertsEMEA@nuance.com](mailto:cxexpertsEMEA@nuance.com) or visit <https://www.nuance.com/en-gb/>

Our photo search feature has made it even easier for customers to find what they're looking for. As the first service of its kind, it's been nominated for our yearly Innovation Award.

Team member from major global retailer

Since adopting the Nuance platform, we're already seeing positive results across all our markets. We're now looking to introduce services to even more customers around the world.

Team member within major global retailer



### About Nuance Communications, Inc.

Nuance Communications (NASDAQ: NUAN) is the pioneer and leader in conversational AI innovations that bring intelligence to everyday work and life. The company delivers solutions that understand, analyze, and respond to people – amplifying human intelligence to increase productivity and security. With decades of domain and AI expertise, Nuance works with thousands of organizations globally across healthcare, financial services, telecommunications, government, and retail – to create stronger relationships and better experiences for their customers and workforce. For more information, please visit [www.nuance.com](http://www.nuance.com).