

A top North American carrier creates a convenient and seamless digital engagement with asynchronous conversations

The carrier added asynchronous capabilities to their deployment of Nuance Live Chat improving digital customer engagement for the website and messaging channels while simultaneously empowering agents.

Customers can now reach out in their own time, pause whenever needed, and effortlessly re-engage without ever losing the context of their conversation. Since the expansion, the company has experienced a 26% decrease in average handle time, a 4% increase in their Net Promoter Score, and a projected \$4.7 million increase in annual sales revenue resulting from a 12% increase in sales.

Customer | A leading North American carrier

Challenge | Meet customer needs by designing a customer experience that aligns with their schedule while increasing agent efficiency.

Solution | Enhance existing digital customer engagement using Nuance Live Chat to enable asynchronous conversations on the website and in messaging channels, like the mobile app and Apple Business Chat.

Results | The carrier has improved contact center agent productivity resulting in a projected \$4.7 million increase in annual sales revenue resulting from a 12% increase in sales, a 26% decrease in average handle time (AHT), and a 4% rise in their Net Promoter Score (NPS).

“Enabling asynchronous capabilities helped us create a digital experience that adjusts to our customers. We’ve received positive feedback from our customers, and we’ve seen substantial efficiency gains across our contact center.”

Head of Digital at a leading North American carrier

Key metrics



4%

increase in
Net Promoter Score



\$4.7M

projected increase in
annual sales revenue



26%

savings in
average handle time

Challenge

A flexible engagement solution for customers and agents

This carrier focused on improving its digital customer engagement experience and addressing customer needs for a more agile conversation experience. Live chat on their website and inside their app has always been popular with customers, as it offers fast and easy solutions.

But the carrier knew that their current way of handling conversations created restrictions for both customers and contact center agents. When a customer wanted to resolve an issue, they had to solve it immediately. If the agent could not answer the question at that moment, they would have to start a new engagement later. In this scenario, the customer would lose the historical context preventing a seamless continuation of the conversation.

Also, agents had to give unresponsive customers ample time to reply before ending the engagement. This process was costing agents valuable time that could have been used to handle other inquiries.

The carrier needed to find a solution that enabled its customers to reach out whenever their schedule would allow while simultaneously increasing agent productivity. And since the company was already working with Nuance, they knew where to look for help.

Solution

Convenient customer experiences, efficient agent operations

The carrier worked with Nuance to add asynchronous capabilities to its deployment of Nuance Live Chat. These additional capabilities enable customers to engage with

agents through either the website or a messaging channel, place the conversation on pause and return later without the customer or the agent ever losing the context.

Not only do the customers benefit from this enhancement, but the carrier's contact center agents do too. Now, agents are more productive and can take care of more customers at the same time. The ability to pause a conversation comes in handy for the agent as well, as they can now reach back out to customers, in case they have to clarify something, without wasting the customer's time.

This enhancement, combined with further strategic optimizations, delivered improvements that were beyond the carrier's expectations. "We are blown away by the results we've seen so far and the benefits the Nuance solution has delivered for our customers and our agents," says the carrier's Head of Digital.

Results

Effortless asynchronous conversations

With asynchronous conversations enabled across the company's website, their mobile app and Apple Business Chat, customers can always engage on their terms, in their channel of choice. With agents having historic conversation context, neither customers nor agents have to start from scratch if they have to come back. And for even greater convenience, customers can start conversations, for example, on the website, and seamlessly continue them on the app (or vice versa).

Agents have the freedom to intelligently toggle between different conversations to handle other inquiries while waiting for customers to respond, creating a more enjoyable

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Head of Digital at
North American carrier

and efficient service experience for everyone involved. And this shows in the immediate 4 percent increase in the Net Promoter Score.

In addition to a better customer experience, the carrier has seen significant efficiency gains too. The average handle time decreased by 26 percent leading to improved agent availability. With more agents available, the company has reduced its missed opportunity rate to just 5.8 percent, and projected an increase of \$4.7 million in annual sales revenue.

"Enabling asynchronous capabilities on our deployment of Nuance Live Chat helped us create a digital customer experience that works on our customers' terms," says the Head of Digital. "We've received positive feedback from our customers, and we've seen huge efficiency gains across our contact centers."

Learn more

This leading carrier improved the experience for both their customers and agents by enabling asynchronous capabilities for Nuance Live Chat. Learn how Nuance can help you transform your customer engagement. Email us at cxexperts@nuance.com, or visit www.nuance.com/enterprise.



About Nuance Communications, Inc.

Nuance Communications (NASDAQ: NUAN) is a technology pioneer with market leadership in conversational AI and ambient intelligence. A full-service partner trusted by 90 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. For more information, visit www.nuance.com.