

Proactive Engagement for business results

Orchestrated, automated customer outreach across text, voice, email, and push channels.

Your customers want proactive outreach from your business. In fact, 85% of consumers are interested in receiving proactive notifications.¹ And an astounding 90% of consumers say they are more likely to do business with a company that sends them reminders.¹

That's where Nuance comes in. The Nuance Proactive Engagement Platform is a modern, flexible, multi-tenant cloud platform enabling orchestrated outbound communications across text, email, voice, and push channels.

Nuance Proactive Engagement allows you to inform or remind customers about appointments, payments due, delays or changes, and much more. In addition, the platform enables ad-hoc, one-to-many, critical notifications for situations such as planned and unplanned events like service changes, updates, or outages, and also for emergency or crisis situation communications.

The solution also helps to deflect expensive voice calls to digital channels by using outbound two-way notifications with Natural Language Understanding (NLU) and enabling consumers to initial inbound text to landlines and 1-800 numbers.

Drive desired consumer actions with inform/remind

Many consumers believe that sending proactive communications helps them avoid issues like late payment fees, account overdrafts, missing a delivery, or missed appointments. In fact, these same consumers say that they would call customer service or start a live chat if a company did not proactively communicate with them about an issue.

Given the costs associated with live agents, using the Nuance Proactive Engagement Platform Inform/Remind solution to communicate proactively makes financial sense. It increases the likelihood that customers will take action while reducing inbound operational costs through call deflection.

KEY BENEFITS

- Better customer engagement and experience
- Better business results
- Reduced operational risk

KEY PLATFORM FEATURES

- Fast deployment with minimal IT involvement via flexible, multi-tenant cloud platform
 - Natural Language Understanding
 - Orchestrated channel deployment
 - Personalized interactions
 - Context aware conversations
 - Relevant, actionable messages
 - Compliance certifications to reduce operational risk, including PCI compliance
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Enable better business results with collections

In addition to informing and reminding customers about important issues, most businesses need to assure that their accounts receivable are being managed properly. The Nuance Proactive Engagement Collections solutions can help with important collections activities.

With automated, orchestrated communications sent on the channels that consumers prefer, a company can cost-effectively collect payments, leading to higher cure rates, and lower downstream costs.

In addition, the platform automates the entire collections lifecycle, freeing up agents to focus on higher risk, higher value accounts, all while helping to stay in compliance with state and federal regulations.

Deliver critical communications with message on demand

Communications preparedness can help mitigate the impact of prolonged downtime or crisis situations. The Message on Demand solution is an easy to use offering with an intuitive user interface, making ad hoc communications to large numbers of people easy to deliver. It's also fast to deploy, allowing users to quickly create or modify messages and effectively communicate to many people on their preferred channel with personalized, timely, and contextual messages over voice, email or text channels.

LEARN MORE

Contact your Nuance representative or email cxexperts@nuance.com.

Customer success examples

- **Citi Mortgage:** collections conversion rates doubled within days, average time to connect dropped from 38 to 3 minutes
 - **PSE&G New Jersey:** increased collections monthly payment rates 6-9%; 34% lift in engagement rates
 - **Suntrust:** first payment defaults reduced by 60%
 - **Delta Airlines:** connecting inbound IVR to proactive engagement platform dropped main menu opt-out from 37% to 9%; misroutes reduced by 15%
 - **eHealth:** inform/remind solution produced 95% customer engagement; per message cost savings on 94% of messages
 - **Monitronics:** inform/remind solution produced 94% message delivery rate; reduced monthly \$30k in call center costs; reduced average handle time by 46%
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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.