

Amaze your customers!

Engage them on their terms – with messaging for your contact center.



No more on-hold frustration



90%

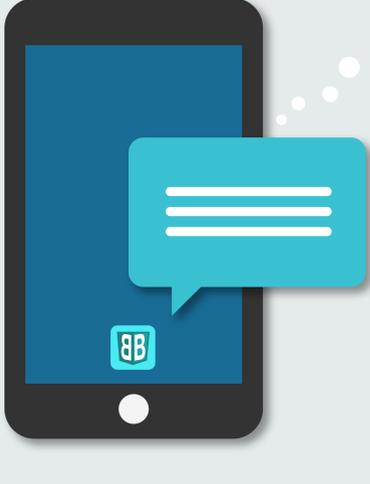
of U.S. consumers are wasting a full, 24-hour day “on hold” each year.¹

Your customers call when they have a question. But if there’s a long hold time, they may decide to **take their business elsewhere.**

80%

of consumers say they procrastinate to call customer service because of the time involved.²

What if there was a better way to provide the personal service your customers deserve — **quickly, effectively and at a lower cost to your business?**



79%

of consumers ages 18-34 prefer to contact companies using channels other than the phone.³

55%

of consumers prefer to use a form of messaging.³

Connect with your customers in their moment of need, in the way that is **most natural and convenient to them.**

74%

want to hear back from a company within an hour of when they messaged.⁴

Deliver quick service using messaging for your app, SMS, on Facebook Messenger, with Apple Business Chat and others.



Did you know...

that one customer care agent can **handle between 2-4 or more conversations** at the same time through messaging, compared to only one talking on the phone?

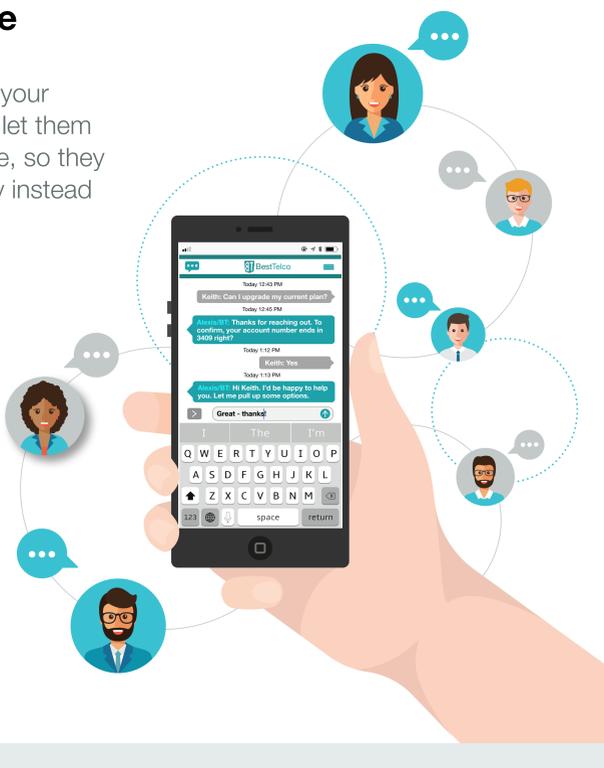
Immediate service

Messaging enables you to **respond immediately** to your customers’ questions and let them get back to you at any time, so they can continue with their day instead of waiting on hold.

Hundreds of uses

With messaging you can –

- Send reminders
- Process requests
- Deflect calls
- Up-sell/cross-sell
- And much more



Increased loyalty and rave reviews



73%

of consumers say they are willing to spend more if they love a brand, according to recent research from Lithium and The Harris Poll.⁵

Give your customers time back in their busy day. They just might spend it doing a little **more shopping** with you or **sharing the great experience** they had with your company... **WIN-WIN.**

Engage your customers through messaging – and help your agents become more productive.

Let Nuance show you how.

About Nuance Communications, Inc.
Nuance Enterprise is reinventing the relationship between enterprises and consumers through customer engagement solutions powered by artificial intelligence. We aim to be the market leading provider of intelligent self- and assisted-service solutions delivered to large enterprises around the world.

These solutions are differentiated by speech, voice biometrics, virtual assistant, web chat and cognitive technologies; enabling cross-channel customer service for IVR, mobile and web, Inbound and Outbound; and magnified by the design and development skill of a global professional services team. We serve Fortune 2500 companies across the globe with a mix of direct and channel partner selling models.

Copyright © 2018 Nuance Communications, Inc.
All rights reserved. Nuance, and the Nuance logo, are trademarks and/or registered trademarks, of Nuance Communications, Inc. or its affiliates in the United States and/or other countries. All other brand and product names are trademarks or registered trademarks of their respective companies.

NUAN-CS-3518-IF-MessagingSurvey, August 2, 2018

Footnotes

Stats 1-4: Nuance Communications Inc. (2018, May 14). 2018 Customer Service Messaging trends report.

Stat #5: McGraw, Eddie. (2017, March 20). Harris Poll Study Commissioned by Lithium Finds Great Customer Experience means More to Consumers than Great Products. Lithium Technologies, LLC.