



White paper  
Voice and IVR Solutions

# Voice: Reimagined

How outcomes-focused AI can elevate your voice experience on every channel—wowing your members, supporting your member services team, and reducing your costs.

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Spoken interactions are extraordinarily powerful. At their best, they let your members express themselves with freedom. And they allow your brand to respond in kind.

That's why leading brands are reimagining their voice experiences—and driving new levels of efficiency, revenue, and member satisfaction.





24%

of consumers who haven't embraced digital say it's because they favor talking to a human.<sup>1</sup>

**AI powered Voice experiences drive:**

- **Happier** members
- **Happier** member service reps
- **Reduced** operational costs
- **Greater** operational agility
- **A more consistent** omnichannel experience

## Why you should reimagine your voice experiences

We all know today's consumers want digital experiences. But it's important to remember: They want voice experiences, too. You will always have members who prefer to use their voice to get the answers, service, or support they need.

When they use their voice, there's no extra interface to navigate. They can communicate through their tone, as well as their words. They can feel they've been heard, giving them greater faith in the responses they receive. And for some, talking on the phone is simply much more accessible than interacting with a screen.

But this isn't just about what your *members* want and need.

You'll always have some member questions that are best addressed through a voice engagement—because, in that particular scenario, a voice experience can deliver the fastest, most positive, most cost-effective resolution.

If you're still not convinced, here's the kicker: Reimagine voice in the right, holistic way, with the right, outcomes-focused AI, and the business benefits can be huge.

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You can improve your member engagement experience and have the hard figures to prove it. You can reduce your operational costs and increase your revenue. You can create a more consistent brand experience across channels. All by reimaging voice.

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### Read on to explore:

- How to see your brand's voice experience holistically
- What to consider when planning your voice transformation (and how we can help)
- The business outcomes you can expect

## Understand your voice experience holistically

It's all too easy to see your voice experience as beginning and ending with your Interactive Voice Response (IVR) system. But it's so much bigger than that. Reimagining voice means zooming out and recognizing that your voice experience includes every phone conversation with a member and every voice-based interaction—wherever it takes place. It also means seeing voice's power to help you shape and reshape your member engagement strategy.

### Reimagine your IVR

Too often, IVRs are a source of friction. Many systems still ask members to navigate confusing menu options and sit through irrelevant messages, without ever providing a clear path to a member services rep. Inevitably the member gets frustrated, and their voice experience gets off to a less than ideal start.

So, reimagine your IVR. View it as an opportunity to wow members with conversational, personalized experiences. To let them explain their need as easily as if they're talking freely to a human. To answer most of their questions in seconds through intelligent self-service. And to greatly reduce the load on your member services team.

A modern, conversational IVR, powered by outcomes-focused AI, can do all this and more. (Like seamlessly transferring members to digital channels for a swifter resolution, or delivering secure self-service and advanced personalization through integrated biometric authentication.)

### Reimagine conversations with your member services team

Now that your IVR meets your members' simpler, more repetitive needs, your reps can focus on the stuff that genuinely requires their humanity and expertise. So ask yourself: What would that conversation look like, if you let your imagination run wild?

For a start, the rep wouldn't have to ask the member unnecessary questions—to verify who they are or establish their need. As the conversation progressed, the rep would have exactly the right member and plan information in front of them at all times. Your member services reps would always know what to say, and when provide care management consultation recommendations.

Again, all this is possible with the right outcomes-focused AI. It can listen to your member services teams' conversations and:

- **Authenticate** members based on the sound of their voice (if your IVR hasn't already)
- **Serve** up the right member information and history at the right time
- **Guide** your rep's responses based on the responses of your best performers
- **Identify** opportunities for care management invention and support
- **Automate** post-call wrap-up tasks, helping your member services team be more productive

The result? Lower average handle times, less attrition, extra revenue—and measurably happier members.

### Voice reimaged: At Humana



The health insurance leader wanted to create a better IVR experience for its 13+ million members. It replaced its legacy system with a Nuance Cloud IVR that lets members make requests with natural speech and can recognize more than 1,000 complex intents. Since the new solution's launch, the IVR's NPS has risen by 80%. [Read more.](#)

## Reimagine where voice experiences take place

For many of your members, talking to intelligent assistants and voicebots is fast becoming second nature. And that means your voice experience needs to extend to your digital channels, from your website to your branded apps.

So, seek to create one voice experience that you can rapidly tweak, repurpose, and redeploy whenever and wherever you need it. (Making sure you invest in AI solutions that support such an omnichannel approach.)

### Reimagine voice's role in your engagement strategy

Don't simply see your voice experiences as part of your omnichannel engagement strategy. Reimagine them as fuel for your engagement strategy.

All organizations are sitting on a goldmine of member information. Call logs, audio recordings, and chat transcripts can tell you what your members want. They can also help you identify the self-service areas where you've room to improve.

If you're not already, start using AI-powered analytics to crunch call transcripts and member interaction data. The insights you surface will help you drive the continuous optimization of your IVR, your self-service applications, and your member and member services team experiences. Feed the data produced by all your voice interactions into the AI that's supporting them, and you can create powerful learning loops that drive impressively rapid leaps in performance.

Simply put, your investments in AI should pay off at every step of a member's voice engagement. And as your self-service experiences become better and better optimized, you'll see happier members, reduced call volumes for your member services team—and lower operational costs.

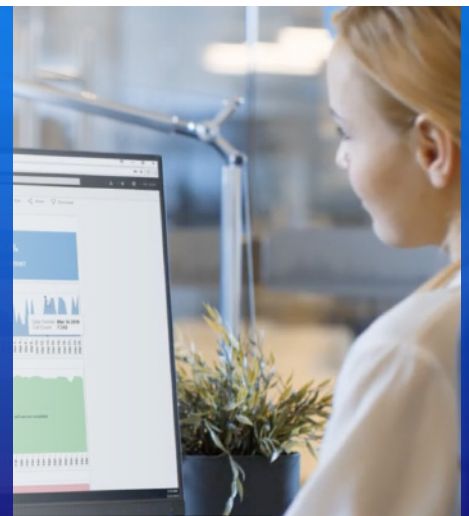
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Because of unsatisfactory digital experiences, health plan members use offline channels (e.g., phone). However, 51% of these members are dissatisfied with their phone interactions.<sup>2</sup>

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See how outcomes-focused AI can help you deliver compelling, natural voice experiences

[Visit our webpage](#)



## Plan your voice transformation

Ready to get started? Here's your three-step plan.

### 1. Understand the outcomes-focused AI you'll need.

Voice transformations stand or fall on the quality of their AI—whether it's driving conversational, personalized self-service, routing calls, supporting your member services team, or turning data into insights.

It's outcomes-focused AI—in many different forms—that will allow your IVR and voicebots to:

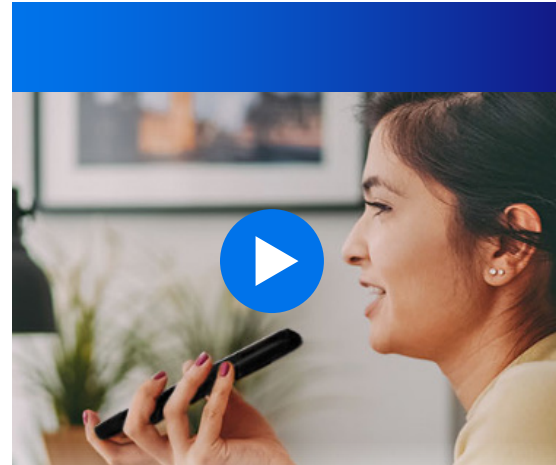
- Anticipate and meet member needs before they arise (through analytics, machine learning, and deep learning)
- Engage members in natural conversations (Natural Language Understanding and Text-To-Speech)
- Understand what they're saying (through speech recognition)
- Seamlessly authenticate them and deliver secure self-service (through biometrics)

You don't need to be an expert in these technologies. But you do need to know enough to invest in AI that will meet your members' expectations, and your own.

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### How Nuance can help

We create award-winning AI for contact center solutions and empower you to access it how you want. Let's say your priority is reimagining your IVR. You could deploy our Conversational IVR solution on premises or in a cloud of your choice. Alternatively, you could plug our cloud-native, cloud-agnostic AI services into your existing IVR solution with Nuance Contact Center AI.



See how  
Nuance AI  
unlocks  
smarter voice  
experiences

### Our Contact Center AI includes:

- **Conversational AI.** We've spent more than 25 years defining the state of the art in speech, NLU, and dialog technology.
- **Agent AI.** At one large telco, 96% of reps gave our Agent Coach solution (powered by Nuance Agent AI) a 5-star rating.
- **Security AI.** Nuance is recognized as the top platform provider for intelligent authentication and fraud prevention capabilities—across all voice and digital channels.
- **Analytics AI.** We provide easily customizable solutions that can analyze 100% of member interactions across all engagement channels.

## 2. Evaluate your omnichannel ambitions.

What does your voice transformation need to look like to help deliver your long-term vision of smart, seamless, omnichannel member engagement? It probably doesn't look like a series of point solutions.

You could deploy an AI-powered point solution to modernize your IVR, another to support your member services team, and another to provide web-based self-service. But you'll spend a lot of time integrating them and recreating similar experiences from scratch.

The alternative is to reimagine your voice experience with solutions that are part of a complete, omnichannel engagement platform. This can have huge benefits:

- You'll be able to repurpose AI-powered voice experiences on other channels.
- All your AI services or AI-powered solutions will be designed to support seamless, multichannel journeys, out of the box.
- It will be easier to analyze all your voice and conversational interactions, and spot issues and opportunities for optimization.

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### How Nuance can help

Our contact center solutions and AI services are part of a single, unified omnichannel engagement platform. And now that Microsoft and Nuance have joined forces, the combined value of our platform has multiplied.

Our platform delivers the CRM-agnostic contact center AI that Nuance has honed over decades of conversational AI leadership. Microsoft brings the global scale of its cloud infrastructure, market-leading productivity and collaboration tools, and AI capabilities for every aspect of the enterprise.

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### 3. Source the right know-how and talent.

When organizations begin their voice transformation journey, few have all the needed skills in-house. It's important to identify your skills gaps upfront and decide whether you'll hire, develop, or borrow the right minds for the job.

To create a successful conversational self-service experience, you'll need:

- Speech and data scientists
- Conversational designers
- UI/UX designers
- Systems integrators
- Developers
- Testers...

Ideally, the people designing your voice experience will also have deep expertise in your industry and be able to accelerate development with hard-won insights and proven best practices.

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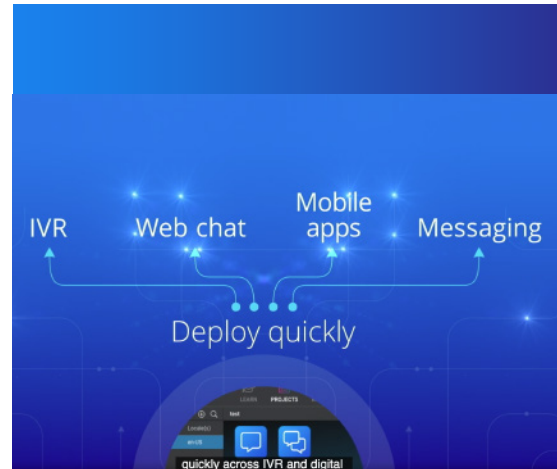
#### How Nuance can help

We can offer as much (or as little) support as you need to make your voice transformation a resounding success.

You can go completely DIY and build your own voice experience around our outcome-focused AI. You can take a “DIY—but not alone” approach and call on our experts to bring any skills or knowledge you're missing. Or you can ask us to own your voice transformation and optimize your solutions into the future.

If you decide to DIY, the Nuance Mix platform provides all the tools you need to rapidly design, develop, test, and maintain conversational voice (and digital) experiences. And to help you hit the ground running, we've created NLU starter packs with predefined member “intents” for payors.

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Learn how  
Nuance Mix  
helps you do it  
yourself—but  
not alone

[Visit our website](#)

## The business outcomes you can drive

Reimagine your voice experience in the right way, and you should see an uplift in many of your business's most important metrics, from your CSAT scores to your sales revenue.

### Higher CSAT and NPS

Because you're delivering more convenient, conversational, and personalized voice experiences. And because you're empowering members to seamlessly transition between voice and digital, rep-assisted and self-service, all with the context of their conversation intact.

### Cost savings and revenue gains

Because your IVR is meeting more callers' needs, multimodal biometrics are seamlessly authenticating their identities, and even newly recruited member services reps have the guidance they need to resolve cases and cross-sell or upsell effectively.

(And because your team is happier, attrition falls, and so do your recruitment costs.)

### Greater agility—and a stronger brand experience

Because you can rapidly adapt and redeploy conversational voice experiences in different channels to save time and money and build a consistent omnichannel experience. And because, with greater insight into member needs and service operations performance, you know exactly where to evolve, adapt, and optimize.

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"The Nuance IVR has created a seamless experience for our members, and it's inspired us to explore new capabilities for our member service such as authentication and delivering service experiences in context, improving outcomes."

— Liz Wallace, Vice President of Enterprise Shared Services, Humana

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85%

One brand we helped to reimagine voice saw its IVR NPS rocket by 85%.

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25%

One brand we helped to reimagine voice saw agent availability rise by 25%.

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# Ready to get started?

Your members want to talk. And letting them—well, it makes great business sense.

All you need to do is step back and consider your voice experience holistically, from your IVR to your apps, and through every step of the engagement. Make sure every spoken interaction—human and automated—is conversational, personalized, and the best that it can possibly be. And ensure you use every interaction to make the next one even better.

You can do all this. And you can start today. You just need to reimagine voice with the help of innovative, outcomes-focused AI.

## **We're here to help**

For 25 years, Nuance has helped thousands of companies—including 85 of the Fortune 100—deliver voice engagements that improve experiences, speed resolution, and reduce costs.



## **LEARN MORE**

[Discover Nuance voice and IVR solutions.](#) Get in touch with us by [emailing us at cxexperts@nuance.com](mailto:cxexperts@nuance.com) for more information.



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#### Endnotes

- 1 Hajro, Neira; Hjartar, Klemens; Jenkins, Paul; Vieira, Benjamim; "What's next for digital consumers," McKinsey, Accessed April 25, 2022: <https://www.mckinsey.com/business-functions/mckinsey-digital/our-insights/whats-next-for-digital-consumers>
  - 2 "The Bleak Reality Of Member Experience With US Health Insurers" Forrester Consulting research commissioned by Smart Communications, Accessed July 22, 2022. [https://www.smartcommunications.com/wp-content/uploads/SmartComms\\_Forrester-OS\\_Disjointed-Experiences-Cost-Insurers-Members-And-Money\\_FINAL.pdf](https://www.smartcommunications.com/wp-content/uploads/SmartComms_Forrester-OS_Disjointed-Experiences-Cost-Insurers-Members-And-Money_FINAL.pdf)
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#### About Nuance Communications, Inc.

[Nuance Communications](#) 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. Nuance is a Microsoft company.