

# Deliver exceptional digital customer engagement.

Target the right visitor with the right message at the right time.



## Engagements that fit the “Me” needs of customers

In the customer/brand relationship, the customer wants to be in the driver’s seat, so make their experience all about them and give them the option to be served on their terms. From automated tools for the savvy self-server to agent-assisted tools that give the customer that one-to-one personalized service, Nuance digital customer engagement portfolio offerings fit the “Me” needs of every customer your enterprise wants to acquire, retain, and serve seamlessly.

## Digital portfolio offerings

Our intelligent, automated tools provide guidance and direction throughout your customer’s self-service journey, with an option to engage a live agent, if necessary. A quality self-service offer provides customers the opportunity to quickly and effortlessly find answers to their questions and resolve problems on their own, freeing up agents to help customers with more complex issues.

Our agent-assisted tools deliver highly-personalized, live engagements on any device. Real-time interaction results in better conversion because the agent has the ability to provide relevant information to your customer while they are interested and viewing whatever is presented. Providing

personalized live chat assistance to a customer in the moment of need eliminates waiting in a phone queue, thus saving costs for the brand and time for the customer.

## Nina, our virtual assistant

Nina leverages world-class Natural Language Understanding technologies and is capable of understanding not only the words your customers speak or type, but also the intent behind their requests. This level of intelligence allows Nina to rapidly provide answers and help brands deliver a superior self-service experience. In case an escalation from the virtual assistant to a chat agent is needed, Nina provides a smooth transition while maintaining the context of the conversation within the same engagement window.

## Live chat

Nuance Live Chat combines the benefits of human-assisted interactions with an efficient customer engagement platform for assisted service in all digital channels. Features like intelligent queuing to reduce wait times, skills-based routing to provide customers with the best agent to solve their issue and contextual transfer of all important information to the live chat agent, enable brands to increase the effectiveness of the customer experience.

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## Why we are driving results

### Actionable big data analytics, always

By making data instantly actionable and applicable, and working closely with each client, our professional business and analytics team is able to ensure continual optimization and constant, custom improvement.

### Beyond software: solutions

There are no out-of-the-box answers to individual business challenges. That’s why we’ve developed solutions to meet your conversion and care goals in the most effective and efficient ways.

### The people perspective

Site optimization is more than just technology and transactions. You need the best people armed with the best practices and a peerless knowledge of how to leverage and apply real-time behavioral data, turning automation to your unique advantage.

### Risk-free upfront investment

Before any engagement, we invest our time and resources to identify existing gaps and opportunities, showing how we can align our expertise with your operations to deliver optimum value.

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### **Automated guides**

Automated guides are easy to set up and deploy while increasing customer satisfaction because the user can get through a decision tree quickly and conveniently. They are usually used for guiding the visitor through the product selection, for faster agent routing, as FAQ or as a tutorial to educate your customers on the tools and features that are at their disposal.

### **Multimedia content**

Multimedia content enables you to engage your consumers with the right personalized content at the right time. Videos, offers, forms, and other types of content can be presented either as standalone or to enhance and personalize an automated or human-assisted conversation.

### **Robust and multifunctional – the power behind our digital engagement platform**

#### **Business rule targeting**

The Nuance Targeting Engine helps you to engage your customers on digital channels and delivers the best-fitting engagement in their moment of need.

### **Branded experience**

Every engagement integrates into the same elegant, floating engagement window, which is personalized to your brand.

### **Effortless conversations**

Automated and human-assisted conversations are streamlined throughout the customer journey, so your customers can enjoy a contextual interaction no matter where they are.

### **Multi-device delivery**

The Nuance Digital Engagement Platform enables you to deploy any product on any channel you want – desktop and mobile browser, inside your app, via text messaging or in 3rd party messaging apps.

### **Contextual omni-channel journey**

If your customers are moving from channel to channel, context follows the engagement, so they never have to repeat themselves.

### **Comprehensive back-end reporting capabilities**

Unified reporting enables you to receive insights that include the entire customer journey on all digital touchpoints.

### **Continuous learning loop**

Applying new insights to existing engagements helps to increase your revenue over time.

[Learn more](#) about Nuance's digital portfolio offerings, and how to make them a part of a true omni-channel experience.



### **About Nuance Communications, Inc.**

Nuance Communications is reinventing the relationship between people and technology. Through its voice and language offerings, the company is creating a more human conversation with the many systems, devices, electronics, apps and services around us. Every day, millions of people and thousands of businesses experience Nuance through intelligent systems that can listen, understand, learn and adapt to your life and your work. For more information, please visit [nuance.com](http://nuance.com).