

professional services from Nuance

The experience speaks for itself™



Nuance PRO :: Proven Delivery Process

With over twenty years of practical experience developing contact center solutions, Nuance has established a proven delivery process, consisting of six unified and iterative phases.

Nuance PRO has been established and formalized based upon **20 years of practical experience** gained from deploying thousands of contact center solutions across the world. Nuance uses a unified approach to design, develop, integrate and deploy applications. Combined with our employees' experience and leadership, we are able to provide consistent quality and deliver customer interaction solutions that exceed our customer's expectations and maximize their investments.

Nuance PRO addresses all stages in the unique solution development lifecycle – from defining caller, business, and system requirements through testing, optimizing, and supporting the solution at each stage of its lifecycle. The methodology consists of six phases; each includes a consistent set of deliverables and **checks and balances to ensure quality**.



Requirements



Identify business, caller, application and system requirements

Design



Design solution that will engage callers and meet requirements

Implementation



Develop grammars and code and perform usability studies

Testing



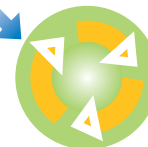
Ensure solution components function according to requirements

Deployment



Roll out in phases to obtain feedback and validate

Optimization



Optimize performance and maximize investment

“ Nuance’s process ensured that each phase was completed and signed off before moving on to the next phase. It was a pleasure to work with an entire team who was so experienced and methodical, yet met our stringent 7-week timeline efficiently.”

– VP of Customer Care,
Large Health Insurance Company

Nuance PRO :: The Six Phases of the Delivery Process*

Requirements



Identify business, caller, application and system requirements

Nuance Professional Services will work with you to identify business, caller, application, and system requirements that align with your corporate initiatives. By understanding your requirements at the onset of your project, we eliminate the risk of deploying a solution that fails to meet your caller's expectations. In addition, our Business Consulting team can help you align your goals to investments and create actionable roadmaps for implementing a cost-effective and revenue-generating customer interaction solution.

Design



Design solution that will engage callers and meet requirements

The design of your solution is crucial to the acceptance and successful utilization by your calling population. From voice casting and custom-designed text-to-speech voices to user interface specifications and software architecture documents, the design of your system represents the component that interfaces directly with your customers and represents your brand. Our user interface designers, speech architects, and application developers work together to build a solution that both engages callers and meets the solution requirements and anticipated load to ensure peak performance.

Implementation



Develop grammars and code and perform usability studies

Nuance has two decades of experience developing contact center solutions with all leading platforms and technologies. Nuance's team constructs the application by developing grammars and code based on the deliverables from the design phase. The application development process ensures the design is ready for usability testing to begin. Our extensive usability studies use participants who match your caller profiles to assess the effectiveness of your application. The results of the studies help reduce the time and costs associated with making major changes to the application following deployment.



Requirements



Identify business, caller, application and system requirements

Design



Design solution that will engage callers and meet requirements

Implementation



Develop grammars and code and perform usability studies

Testing



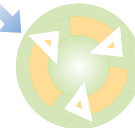
Ensure solution components function according to requirements

Deployment



Roll out in phases to obtain feedback and validate

Optimization



Optimize performance and maximize investment

Nuance PRO :: The Six Phases of the Delivery Process*

Testing



Ensure solution components function according to requirements

Nuance’s Professional Services team will test your solution and provide you with metrics for each round of testing, overseeing the Call flow, State functionality, and other test cases. The team ensures that the functional requirements of the solution are met and that all components are functioning as a whole. Our QA team further ensures consistency and quality of deliverables and eliminates any key problem areas in your solution prior to deployment.

Deployment



Roll out in phases to obtain feedback and validate

Results of the testing phase lead to additional recommendations that can be incorporated into your customer interaction solution in preparation of a phased deployment. First, the solution will be rolled out to a small percentage of your customer base through a pilot deployment, which enables us to obtain feedback from actual callers in real-life environments. This allows us to validate and improve the solution prior to full deployment, minimizing costs associated with troubleshooting usability issues post-deployment. Nuance also performs final configuration checks, integrating all the system and back-end data components to ensure the solution operates seamlessly with your company’s other systems. Your contact center solution is rolled out in phases to an increasingly larger percentage of your customer base until it is fully deployed to your entire calling population.

Optimization



Optimize performance and maximize investment

Optimization is one of the key phases of the project lifecycle because it keeps your solution performing at maximum capacity long after it is initially deployed. Our Professional Services team will periodically analyze and evaluate your solution to assess key metrics and determine which part of your solution may require modifications – a proven best practice. We can optimize the entire end-to-end solution, ensuring optimal automation and completion rates. Our comprehensive and customizable support programs are also available as an additional way to secure your investment. Through both proactive and preventative maintenance, our various levels of support protect the majority of the components of your customer interaction solution.

*Note that these phases are described as part of a Full Application Services (FAS) solution (including IVR, CTI, and/or desktop services), rather than a Caller Experience Services (CES) solution (including VUI requirements, design and testing, grammar design, and Tuning services). CES projects do not include architecture designs, application code, QA testing, etc.

Nuance PRO :: Proven Delivery Process

Nuance employs the largest team of experienced professionals specialized in the contact center space, spanning Systems Integrators, Solution Architects, Application Developers, UI Designers, Speech Scientists, and Project managers. Nuance will provide

a continuity of resources throughout your entire project, and we function as your single deployment partner since we provide a full suite of services. Our skilled employees have the most industry knowledge and intellectual property based on years of market-

leading experience with all major platforms. We use our iterative process to ensure the solution is refined based on real-world inputs before it is fully launched to your customer base, minimizing risk of caller dissatisfaction or costly and time-consuming rework.

Benefits of Nuance PRO

- **End-to-end Customer Interaction Expertise.** Practical experience with holistic contact center solutions.
- **Vertical Knowledge.** Deep vertical comprehension regarding pertinent business dynamics and industry trends and regulations.
- **Maximize Contact Center Performance.** Nuance has 20 years of experience with all leading platforms and technologies, as well as data, tools, and reusable assets that create efficiencies.
- **Support of Entire Project Lifecycle.** Support all phases of development, from solution design and implementation through integration and optimization; also ensures a continuity of resources.
- **Requirements Traceability.** Ensures project is developed in-line with customer requirements.
- **Maintainability.** Documentation consistency enables better solution support post-deployment to maximize your investments.
- **Alignment with Corporate Objectives.** Incorporates strategic discovery and optimization services into project plans to deliver a solution that aligns with corporate initiatives.
- **Consistent and High-Quality Deliverables.** Encompasses industry best practices into documentation; deliverables are consistent across document versions.

about Nuance Professional Services

Nuance built the first professional services team specializing in differentiated, end-to-end automated customer interaction solutions. Since 1989, Nuance PS has been providing a full range of services required to design, develop, integrate, deploy and optimize contact center solutions. Our services bring together the latest technologies to deliver IVR (inbound and outbound), speech, call routing, CTI, desktop, and analytics solutions. Nuance's global team of over 550 members is trained to support all leading hardware platforms and industry standards. Our team has hands-on experience, developing more than 3,000 successful customer interaction solutions across dozens of industries in over 23 languages.

©2008 Nuance Communications, Inc. All rights reserved. Nuance, the Nuance logo, and The experience speaks for itself are registered trademarks of Nuance Communications, Inc., and/or its subsidiaries in the United States and/or other countries. All other trademarks are the properties of their respective owners. DS 081408 NUCC200