

# Nuance Insights – intuitive, omnichannel analytics solution

Actionable intelligence to inform ongoing optimisation and improve ROI.

Organisations today are challenged with siloed customer data and multiple, often inflexible, reporting systems across their many customer service channels including IVR, VA, and messaging. The result is often a fragmented, difficult to achieve view of their business. Enterprises seek a single view of their customer data, across channels, with consolidated, feature-rich reporting and analytics to efficiently manage their business.

## Insights omnichannel reporting

For organisations with multiple customer service channels, Nuance Insights provides a full view into channel performance to inform ongoing optimisation, deliver consistent customer experiences, and improve ROI. With flexibility to DIY and customise reports to meet their needs, Insights helps enterprises achieve one, unified view of customer engagement across channels on a highly secure and scalable data platform.

## Powerful and intuitive

Nuance Insights improves visibility across channels by accessing your data via a single, unified platform to gain actionable insights and increase operational efficiency. Powerful data visualisation and user-friendly dashboards reduce the effort required by staff to gain a meaningful understanding of the customer journey. Insights offers:

- **Omnichannel reporting:** Data integration across customer care applications including IVR, VA, chatbot, messaging, Live Assist, and proactive engagement powers customer journey analytics to understand how customers move within and across channels
- **Near real-time performance measurement:** The Insights dashboards monitor and identify performance trends to help speed channel improvements and ensure they deliver maximum value
- **DIY flexibility to meet needs:** Use the Tableau user interface to self-serve with standard reports or create custom reports that map to an organisation's unique requirements

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## HIGHLIGHTS

- **Deliver improved, consistent customer experiences** – one view across channels
  - **Maximise return on investments** – ensure all channels meeting goals
  - **Security and scalability** – redundant, compliant, highly available 24x7 operational environment
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- **Secure data platform:** The Nuance data platform provides a secure, redundant, compliant, highly available 24x7 operational environment for enterprise platforms, applications, and services.
- **Unified design and common look and feel across channels:** IVR, VA, chatbot, Live Assist, messaging, proactive engagement, and more – for ease and consistency of reports.
- **Nuance Mix support built in:** Allows organisations to build their own VA, chatbot, messaging, or IVR solutions. and use Insights for analytics.

#### LEARN MORE

Visit our [website](#) or email us at [cxexperts@nuance.com](mailto:cxexperts@nuance.com).

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#### How it works

Insights omnichannel reporting pulls data from a variety channels and formats and presents the results in easy-to-understand, highly visual reports including reports on commonly used KPIs, channel metrics and caller behaviour trends and more. Custom KPIs can be set at the time the system is deployed. Drill-down and drill-through views provide detailed insight into application activity, enabling you to quickly identify specific opportunities for improvement.

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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.