How a major US retailer transformed its IVR with Nuance.

Creating a more intelligent, predictive IVR experience cut the amount of misrouted customer calls.

A major US retail chain combined Nuance Conversational IVR with the Prediction Service to support the rising amount of customer contacts and reduce the number of misrouted calls in its contact center. The retailer now has a simplified, streamlined customer experience that not only understands callers from their natural speech, but also predicts their intent based on a wide range of data.

Customer | A major US retail chain

Challenge | Update its legacy Interactive Voice Response (IVR) to support the rising amount of calls, simplify its customer experience, and reduce the number of misrouted calls in its contact center.

Solution | Nuance Conversational IVR paired with the Nuance Prediction Service enabled the retailer to combine its existing applications into one easy-to-use system that understands callers' natural speech and predicts their intent.

Results | The user-friendly IVR is much simpler, prompting a 30% reduction in call transfers and a 10% reduction in repeat callers.

"Since the IVR's initial launch in 2015, we've continued to work closely with Nuance to improve the service, taking a flexible and agile approach to new deployments—our customers see major benefits from that."
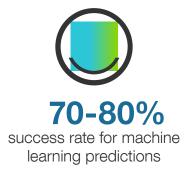
Customer experience leader, major US retailer

Key metrics

30%
reduction in
call transfers

10%
reduction in
repeat callers

70-80%
success rate for machine
learning predictions

NUANCE

Challenge

A call for transformation
As customer calls continued to rise for this major US retailer—reaching over 1.8 million calls per month—its legacy IVR was struggling to keep up.

The retailer's IVR was made up of six separate applications, each dedicated to a different area of its customer services—covering everything from tech support to credit card assistance. With disconnected systems for each department, customers were forced to navigate through a maze of options before they reached their destination. And to add to the frustration, they were frequently getting directed to the wrong place.

In addition to its complicated support offering, the retailer also faced a growing number of repeat callers—customers that weren't able to solve their issue in a single call.

Solution

Simplified, smarter, streamlined customer service
The retailer partnered with Nuance to implement Nuance Conversational IVR and solve its customer support challenges.

With its new IVR, the retailer can offer a more effective service, with the six separate legacy applications consolidated into one easy-to-use service.

Now, whenever a customer calls the contact center, they're greeted by the IVR and can simply tell the system their problem in natural speech. Using Natural Language Understanding, the Conversational IVR can understand customer requests and either offer

a solution to their problem, or direct them to the necessary destination.

And the team didn't stop there. Working closely with Nuance after the initial launch of the IVR, the retailer has also introduced predictive capabilities to the system. As the first Nuance customer to use machine learning to analyze customer data—such as purchasing history, membership reward information and upcoming orders—the retailer's IVR can even predict a caller's intent before they say anything.

Results

Predictive, intelligent IVR
After launching the project in August 2015, the retailer has continued to work with Nuance to expand and enhance the service today. The retailer started to see results from its new IVR immediately, and it made a huge impact on the quality of customer service during that year's holiday season.

During the holiday season, one of the retailer's busiest times of the year, the retailer saw a 30% reduction in call transfers, as well as a significant improvement in correct call routing destinations—meaning customers were being connected directly to their desired destination. To add to the success, the retailer also saw a 10% decrease in repeat callers, dropping from 35% to 25%.

The IVR's predictive capabilities are also proving successful, with a 70-80% intent prediction success rate—this means that the system uses Nuance AI to predict what the customer needs and connects them to the right department.

> Our effective enterprise data strategy has enabled us to get greater insights into our customers' behavior. Working with Nuance to combine these insights with machine learning has created exciting predictive capabilities in our IVR.
> **Customer Experience Leader, a major US retailer**

The retailer's strong and flexible partnership with Nuance has enabled both teams to continue introducing new capabilities to the IVR in an agile way—as customer expectations change, the retailer will be ready to adapt effectively.

> Repeat callers and misrouted calls used to be a major issue for us. Now, we're seeing callers getting to the right places, and overall call volumes have decreased—saving us time and money.
> **Customer Experience Leader, a major US retailer**

Learn more
Learn how you can transform your customer experience. Drop us an email at cxexperts@nuance.com or visit www.nuance.com/enterprise.

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.