

## Major US telco offers customers stand-out customer service with Nuance.

The telco's 12-year relationship with Nuance continues to drive success and innovation in its customer service operations.

One of the largest mobile network operators in the United States, has been working with Nuance for over 12 years. Starting with Nuance's Live Chat platform, this telco has since accelerated its digital transformation to take its customer service to new levels. Working with Nuance, the company continually offers new value to its customers through digital channels.

**Customer** | A major US telco

**Challenge** | Achieve flexibility and collaboration between platforms and digital solutions to continually enhance customer service.

**Solution** | Integrate Nuance Live Chat and open APIs with existing technology.

**Results** | Working with Nuance, the telco can offer both a virtual assistant and live chat, which has resulted in a 50% increase in CSAT scores and a 38% increase in conversion rates. Focused on customer satisfaction, they will soon offer asynchronous messaging to allow customers to engage on their device of choice.

"Flexibility is the key to our relationship with Nuance. Integrating Nuance products with our existing platforms—and new platforms we adopt—has enabled us to offer our customers a unique service that can't be found anywhere else."

- Platforms & Operations team member  
Major US telco

### Key metrics



**100%**

outbound sales chat  
provided by Nuance agents



**50%**

increase in CSAT  
scores over 3 years



**38%**

increase in conversion  
rate over 3 years

## Challenge

### Big operations call for flexible relationships

Every Nuance partnership is different. Organizations face unique challenges and have their own specific priorities, as well as different levels of resources available—which means no two projects are identical. Companies seek Nuance for both infrastructure and flexibility.

Inside an organization as large as this one, there's a lot going on. As one of the largest mobile network operators in the United States, serving more than 54.5 million customers every year, the company's reach is significant—and its customer service is critical to its success.

Every year, the organization continues to accelerate its digital transformation, investing in new innovative digital opportunities that simplify customer engagements—and cut down on operating costs significantly. Its determination to consistently offer excellent customer service requires specialists that offer leading customer service solutions.

When the telco began looking for a technology specialist that could offer a robust Live Chat solution, they needed a provider that could adapt to its business model, support its ambitious goals, and fit neatly into its expansive operations. Over the years Nuance has continued to evolve the platform to take advantage of new technology and to align with changing consumer preferences and demands.

## Solution

### The first step to digital success

This telco adopted Nuance Live Chat in 2007, and introduced Nuance chat agents to help run the service. With Nuance's expertise and experience working with organizations of all

sizes, the telco knew Nuance would be the ideal partner to fit into existing operations, and grow with it as it expands.

The telco's Live Chat service is a core part of its customer service and has been since the initial launch—and the service has evolved significantly over the past 12 years. Today, over 800 Nuance Live Agents work on the telco's Live Chat platform, handling a portion of the company's care chat and all of their outbound sales chat.

After working together for over ten years it's become apparent that providing both the Chat technology platform and a significant number of Live Chat agents has provided Nuance with a unique perspective necessary to continue to evolve the platform to provide a great experience for both the telco's customers and Agents.

Launching with a basic synchronous chat platform, Nuance has worked closely with this telco to make optimizations over the years; it now has the capability to seamlessly transfer customers from voice channels to Live Chat, and will soon support asynchronous messaging.

## Results

### A collaborative approach to customer service

As the company continues to prioritize its digital channels over the past decade, it has partnered with other providers along with Nuance to enhance its offering further. Through open APIs and Nuance's willingness to collaborate, their Chat platform has been integrated with a 3rd party Virtual Assistant (VA) and IVR. By being flexible and working with other partners of the telco, Nuance has enabled them to choose different partners based on their specific requirements.



Today many Chat customers begin their conversation with the telco's VA. A good portion of their needs are met directly by they VA, but those that aren't are then serviced by Live Chat agents. The customer continues with the same Chat engagement as they move from the VA to a Live Agent and the Live Agents have full visibility into what has already occurred with the VA so the customer engagement is seamless.

Nuance continues to jointly evolve the the telco's customer experience. Nuance is working with the telco to support customer engagements on web, mobile web, their phone apps and more. Their customers will be able to move across different channels and maintain the details of their complete engagement on their device of choice.

### Learn more

Discover what you could achieve with Nuance by emailing us at [cxexperts@nuance.com](mailto:cxexperts@nuance.com), or just visit [www.nuance.com/enterprise](http://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.