

# Mobile Messaging— meet customers where they are.

Creating real engagements for a superior customer experience in every digital channel.



Mobile phones are constantly becoming smarter and easier to use, which helps consumers simplify their lives tremendously. Tasks can be completed in their moment-of-need without wait times, technology hurdles or limitations. Not only can consumers connect with friends and family at any time via mobile phone, they can also request information and expect immediate answers from the enterprises they do business with.

## Messaging as part of the customer journey

With the growing variety of messaging channels, brands are trying to keep up with their customers' expectations but risk losing themselves in a world of unproven and siloed engagement solutions. The Nuance Digital Engagement Platform enables enterprises to engage their consumers as part of the overall omni-channel strategy and ensures immediate engagements while giving their customers the freedom to respond at any given time.

## Messaging channels

**Mobile browser** – Engaging on the enterprise's website needs to be easy and convenient. Nuance enables brands to handle conversations within the limited real-estate of a mobile browser for a better customer experience.

**SMS** – Text messaging is one of the first mobile messaging channels and is native on every phone, no matter how smart it is. By integrating with SMS as part of the Nuance Digital Engagement Platform, consumers can connect with your enterprise anytime from anywhere.

**Branded app** – Nuance amplifies conversations happening in enterprise-owned applications for contextual and secure engagements by delivering effortless customer interactions via voice or text to encourage ongoing use.

**Messaging apps** – Messaging applications are convenient as they allow consumers to have all their conversations in one place. Nuance

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## Why Nuance is driving results

### Broad customer reach

- Enables you to reach customers wherever they are
- Enhances customer loyalty through efficient, enjoyable and easy mobile engagements

### Ease of use

- Simplifies the way customers interact with the brand
- Delivers effortless and satisfying engagements as part of the overall omni-channel strategy

### Strong brand experience

- Helps enterprises deliver the same experience in all digital channels
  - Builds a connection through a personality consumers are already comfortable with
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augments the way enterprises and consumers connect in these emerging channels by creating efficient and natural interactions.

**IoT devices** – The Digital Engagement Platform integrates with voice-enabled speakers as part of the digital strategy, as they become more important for meeting the consumer’s need to get an immediate response by simply asking what they are looking for.

**Features**

Nuance strengthens your brand’s availability in these channels to create the ideal omni-channel strategy that handles all inquiries equally to ensure a consistent and satisfying customer experience.

**Efficient message handling** – No matter how many consumers connect with your enterprise at the same time, the Nuance Digital Engagement Platform always

ensures that they receive the fastest response possible by handling incoming messages in an efficient manner.

**Seamless integration** – Nuance’s sophisticated tooling and experienced optimization team enables creation of seamless experiences for a better customer engagement for both automated and human-assisted interactions. They can be designed once and deployed across any text- or voice-based channel.

**Automated and human-assisted conversations** – Nuance’s best practice is to deploy a virtual assistant for immediate answers and seamlessly escalate to live chat agents for more complex requests. No matter which product the brand chooses, the platform connects all individual messages to a conversation that both automated and human agents can answer with complete context.



**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).