

# Continuous optimization.

Enhance your customer interactions to improve CX and deliver on your goals.

Deploying customer engagement technology is the first step to improving customer experience and business efficiency, but it should not be the last. In order to implement the best-in-class customer engagement technology, businesses must look beyond go-live.

With Nuance Continuous Optimization service, organizations are able to reap the benefits of Nuance technology performing at its highest level. The service is delivered by a team of experts who use a data-driven approach to continually assess technology performance, recommend areas of improvement and assist with implementation. All suggestions made by the team are to improve operations and deliver a better end-user experience.

Nuance Continuous Optimization service includes:

#### Personalized goals

Nuance works in partnership with customers to identify desired business goals and objectives.

The team of experts then tailors the improvements specific to the company's need.

#### On-going analysis

Continuous Optimization service regularly analyzes product performance. Using a data-driven approach, and an experienced team of optimization experts, Nuance informs customers of the greatest opportunities to improve. Nuance blends proven methods of analysis with leading artificial intelligence and machine learning techniques to discover innovative ways to improve the technology.

#### Implementation and execution

Not only does Continuous Optimization service extend past go-live, but it also supports the customer execution of the suggested enhancement. Once the customer agrees upon the proposed change, the Nuance team then partners with the customer to apply the opportunity. Once implemented, the Nuance team analyzes the modification to demonstrate the benefits.

---

The scope of Nuance Continuous Optimization service spans across enterprise customer care and acquisition engagements on the following channels:



Mobile



Website



Messaging



IVR



Social



IoT

**Process Outputs**

Nuance Continuous Optimization service carries out:

**Scorecard** – Data accompanied by a written analysis that goes into detail about regular site and program trends.

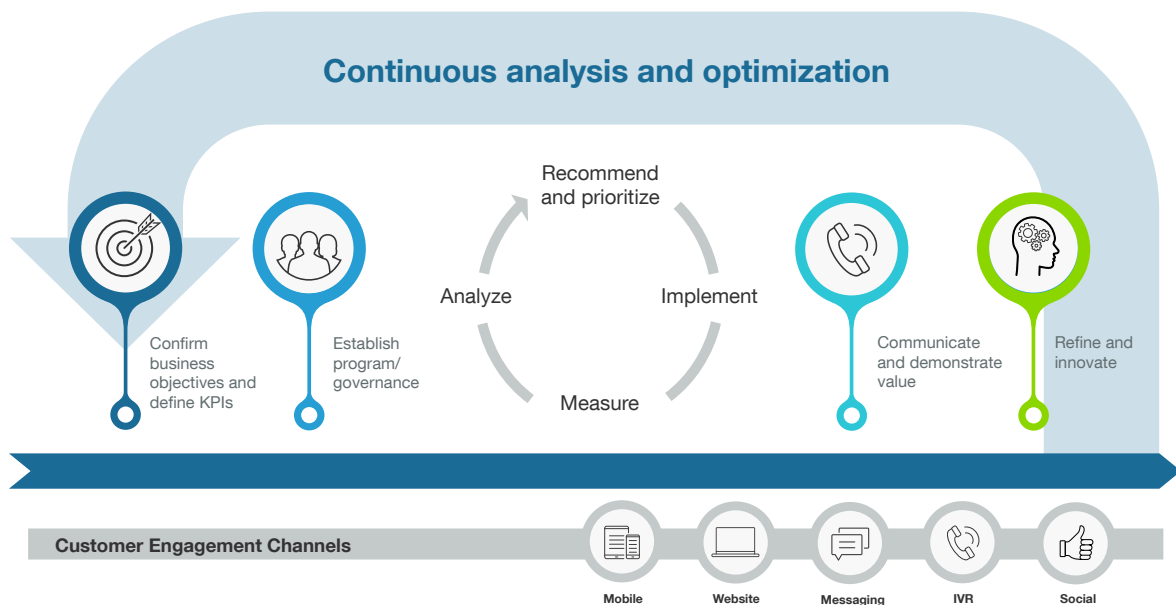
**Optimization** – Timely comparison to identify key trends and areas of opportunity, review previous

optimizations and discuss new opportunities identified.

**Business review** – Strategic presentation of meaningful trends, program analysis, voice of the customer analysis, implemented optimizations insights, operational insights, and new areas of opportunity.

**Get started**

Contact your Nuance representative or email [cxexperts@nuance.com](mailto:cxexperts@nuance.com).



**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.

