Drive better business results with Nuance Conversational Text.

Two-way text with natural language understanding enhances the customer interaction and increases customer self-service.

Text is one of the most popular channels for communicating today, with **64%** of consumers preferring text over voice as a customer service channel. And the important Millennial generation increasingly expects to be able to text the companies they do business with. With Nuance Conversational Text, your customers can interact with you on their own terms, in an effortless way, using text messaging – whether they initiate the conversation, or you do. This opens up an affordable, effective, customer service channel for both inbound and outbound self-service dialogs.

Conversational Text combines two-way SMS texting with Natural Language Understanding (NLU) to better recognize the intent behind a consumer request. Using this conversational interface, your customers can initiate customer service conversations or respond to company-initiated dialogs naturally, as if they were conversing with a live agent. From answering questions to confirming upcoming appointments, Conversational Text enables essential customer service interactions to occur anytime, anywhere, over the consumer's preferred channel.

This powerful solution allows you to lower your total cost of ownership (TCO) by creating a solution for the text channel, then reusing that solution for web and mobile applications.

This can help you:

Achieve better business results. Two-way SMS with NLU helps you to better achieve the business metrics you most care about, including measures such as increased response rates, higher collections cure rates, faster reorders, and more automated interactions. Conversational Text helps you drive consumer action and increased engagement by delivering the right message, via the right channel, at the right time, with the right response options

Improve contact center operations. Drive effective and efficient operations by enabling consumers to resolve typical customer service inquiries within the highly cost-effective text channel. You can deflect live-agent calls and live chats, keeping consumers contained in a lower-cost, automated channel. Improve agent efficiency by offloading routine inquiries to the automated system, allowing your agents to spend their time on higher value, more complex inquiries. You can even provision your existing landlines and toll-free numbers for text messaging.

What is Natural Language Understanding?

Natural Language Understanding (NLU) translates the language customers naturally use so that automated systems are able to understand requests and correctly take action.

NLU removes the constraints that limit customers to Yes / No / Help / Stop responses, enabling customers to engage with businesses in a conversational, effortless way.

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Enhance the customer experience. Deliver an innovative and differentiated customer experience to consumers via their preferred service channel, driving brand choice and loyalty.

– Enable consumers to engage with you the way they prefer—in a natural conversation using text.
– Provide customers with a 24x7, automated experience that is intuitive and provides fast, accurate responses that are persistent, with text conversations remaining on the device until removed.
– Personalize messages based on known preferences for language, time-of day and device.

Nuance Conversational Text is cloud-based and built on the Nuance Proactive Engagement Platform. It is integrated with both the Nuance Language Engine and the Nina Multichannel Virtual Assistant tooling and reporting.

The Nuance advantage
– **Intelligent digital channels.** Offers the most advanced text messaging solutions – one-way or two-way text, Natural Language Understanding (NLU), even text enabling existing land lines and toll-free business numbers
– **Highly secure.** The Nina Multichannel Platform is PCI compliance in the US and EMEA and offers advanced encryption to ensure customer data is secure
– **Robust Infrastructure.** The Nina Multichannel Platform boasts an enterprise-grade cloud infrastructure and SLAs that ensure the reliability and scale demanded by global B2C organizations
– **Experience built over hundreds of NLU deployments** for the nearly two-thirds of Fortune 100 companies worldwide that rely on Nuance solutions

For more information on how Nuance Conversational Text can support your business, contact your Nuance sales representative.

Solution Features

– Natural language that enables conversational response options for consumers beyond yes/no/help/stop
– Orchestration across voice, email, text, and push channels, initiated by you or by the consumer
– Integrated inbound/outbound customer engagement experiences
– Message personalization based on known preferences and response patterns (e.g.: preferred channel, contact time of day, language)
– Compliant with the top 4 security standards (ISO 2700I, Level 1 PCI, DSS, HIPAA, GLBA
– Flexible, multi-tenant Cloud platform
– Custom branded messages
– World class professional services for better interaction and UI design with failover and redundancy across all delivery channels

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.

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