

Proactive Engagement for business results.

Orchestrated, automated customer outreach across text, voice, email, and push channels.

Your customers want proactive outreach from your business. In fact, 85% of consumers are interested in receiving proactive notifications.¹ And an astounding 90% of consumers say they are more likely to do business with a company that sends them reminders.¹

That's where Nuance comes in. The Nuance Proactive Engagement Platform is a modern, flexible, multi-tenant cloud platform enabling orchestrated outbound communications across text, email, voice, and push channels.

Nuance Proactive Engagement allows you to inform or remind customers about appointments, payments due, delays or changes, and much more. In addition, the platform enables ad-hoc, one-to-many, critical notifications for situations such as planned and unplanned events like service changes, updates, or outages, and also for emergency or crisis situation communications.

The platform provides three out-of-the-box, customizable solutions for outbound communications:

- Inform/Remind
- Collections
- Message on Demand (MOD)

Drive desired consumer actions with Inform/Remind

Many consumers believe that receiving proactive communications could have helped them avoid an issue like late payment fees, account overdrafts, missing a delivery, or missed appointments. In fact, these same consumers say that they would call customer service or start a live chat if a company did not proactively communicate with them about an issue.

Given the costs associated with live agents, using the Nuance Proactive Engagement Platform Inform/Remind solution to communicate proactively makes financial sense. It increases the likelihood that customers will take action while reducing inbound operational costs through call deflection.

Enable better business results with Collections

In addition to informing and reminding customers about important issues, most businesses need to assure that their accounts receivable are being managed properly. This often requires proactive outreach to collect on past due payments. The Nuance Proactive Engagement Collections solutions can help with important collections activities.

Key benefits

- Better customer engagement and experience
 - Better business results
 - Reduced operational risk
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Customer success examples

- **Citi Mortgage:** collections conversion rates doubled within days, average time to connect dropped from 38 to 3 minutes
 - **PSE&G New Jersey:** increased collections monthly payment rates 6-9%; 34% lift in engagement rates
 - **Suntrust:** first payment defaults reduced by 60%
 - **Delta Airlines:** connecting inbound IVR to proactive engagement platform dropped main menu opt-out from 37% to 9%; misroutes reduced by 15%
 - **eHealth:** inform/remind solution produced 95% customer engagement; per message cost savings on 94% of messages
 - **Monitronics:** inform/remind solution produced 94% message delivery rate; reduced monthly \$30k in call center costs; reduced average handle time by 46%
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With automated, orchestrated communications sent on the channels that consumers prefer, a company can cost-effectively collect payments, leading to higher cure rates, and lower downstream costs.

In addition, the platform automates the entire collections lifecycle, freeing up agents to focus on higher risk, higher value accounts, all while helping to stay in compliance with state and federal regulations.

Deliver critical communications with Message on Demand

Communications preparedness can help mitigate the impact of prolonged downtime or crisis situations. And a fast communications response can help accelerate positive outcomes of such situations.

The Message on Demand solution is an easy to use offering with an intuitive user interface, making ad hoc communications to large numbers of people easy to deliver. It's also fast to deploy, allowing users to quickly create or modify messages and effectively communicate to many people on their preferred channel with personalized, timely, and contextual messages over voice, email or text channels.

Delivering value to the enterprise

The Nuance Proactive Engagement Platform is designed with the enterprise in mind, offering enterprise-level SLAs, certified PCI compliance, and orchestrated cross-channel delivery of personalized, actionable messages that provide:

- **Better customer engagement and experience.** Leverage customer preferences, advanced digital capabilities and channel orchestration to create meaningful engagement
- **Better business results.** Empowers customers to self-serve, cost effectively achieving the desired business outcomes while reducing operational costs by deflecting inbound calls
- **Reduced operational risk.** Lowers operational risks through robust compliance control functionality, industry leading security certifications and a scalable, reliable multi-tenant SaaS infrastructure

The Nuance Proactive Engagement Platform also allows you to:

- **Leverage intelligent digital channels,** using the most advanced text messaging offering
 - outbound two way, outbound

- two-way with Natural Language Understanding (NLU), and consumer initiated inbound text to landlines and 1-800 numbers
- **Orchestrate outreach** campaigns across channels, increasing reach and engagement across text, voice, email, and push notifications
- **Create contextually aware conversations** that connect the outbound platform to inbound channels such as IVR and web-based virtual assistants to streamline customer interactions
- **Deliver personalized interactions** with relevant, actionable messages, created by Nuance's world-class professional service team for better results and greater self-service resolution

Key platform features

- Fast deployment with minimal IT involvement via flexible, multi-tenant cloud platform
 - Intelligent digital channels such as Conversational Text
 - Natural Language Understanding
 - Orchestrated channel deployment
 - Personalized interactions
 - Context aware conversations
 - Relevant, actionable messages
 - Robust enterprise infrastructure, compliance certifications to reduce operational risk
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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.