**NUANCE**
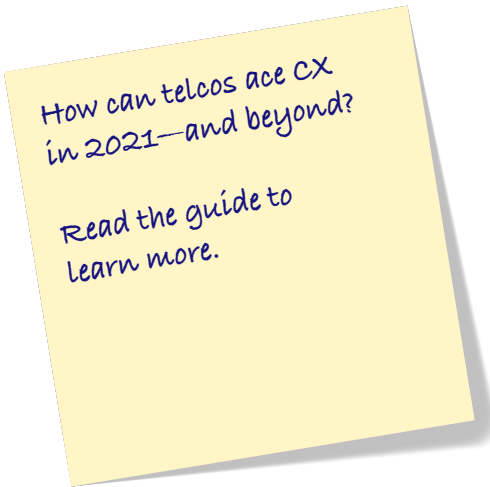
# Future Forward: CX strategies and opportunities for telcos

Inspiration and motivation for optimistic realists.

# Contents

How can telcos ace CX in 2021—and beyond?

Read the guide to learn more.

# Bring your CX vision to life with confidence

A lot of organizations talk about transformation, but few are able to drive customer experience (CX) transformations that have a genuine business impact.

For any customer engagement leader, having the ambition and vision to steer the brand on a new course is vital. But it's equally important to have the tools, insights, and support to turn grand visions into operational realities—and powerful business outcomes.

## Bold CX ambitions that we can help you achieve

Here at Nuance, we're already helping many of our customers upgrade their capabilities to handle the increased demands on digital channels and help their agents work effectively and securely from home. And we plan to double-down on our efforts, helping many more brands accelerate ambitious CX transformations, so they can:

- Meet customers where they are, and offer them personalized, proactive, and secure experiences

- Give agents the tools, information, and support to be more effective and productive

- Build trust, reduce customer friction, and stop fraudsters in their tracks with enhanced biometric authentication

## In this guide:

☑ Learn how you can leave the barriers to change in the past

☑ Discover innovative ways to accomplish your goals

☑ And get inspired by the results that pioneering organizations are already achieving

# Make every customer interaction more valuable

**1** Meet customers where they are
**2** Offer proactive, personalized experiences

# 1. Meet customers where they are

When you're trying to navigate organizational silos, get various technologies to talk to each other, and manage a growing number of engagement channels, keeping your omni-channel promises isn't easy.

And keeping those promises has never been more important. Building brand trust has always been essential, but now, the trust customers place in brands that give them much-needed peace of mind will be even more valuable.

So, what if you could keep those promises? What if you could offer consistent, contextual, and convenient experiences in every channel?

It's time to make customer journeys seamless, meeting customers in their channel of choice and guiding them along the fastest path to resolution. Let's enable customers to move between channels freely, without losing context, so contacting your brand is a pleasure, not a chore.

## Let's make it happen

Nuance enables you to engage your customers in whatever channel they prefer, offering relevant, contextual assistance and promotions that increase customer satisfaction and brand trust. With our technologies and expertise, you can:

- Meet your customers where they are, with intelligent customer engagements that make it easy to do business with you in any channel

- Differentiate your brand by providing simple, satisfying experiences in every channel, and making omni-channel journeys seamless

- Build outstanding experiences once and quickly adapt and deploy them across all digital channels

**Real-world results. Remarkable business outcomes.**

## 470<sup>M</sup>

470$^M$

mobile customers received fast answers to their questions at a major global telco using Nuance Conversational IVR and Live Chat

*In a saturated telecom market, a great customer experience is a crucial differentiator. Providing a consistent, always-on experience helps you sharpen your competitive edge.*

# 2. Offer proactive, personalized experiences

Offering personalized experiences based on a full understanding of customer preferences and historical interactions is a powerful way to build trust, loyalty, and incremental revenue.

To give your customers what they want, you need to make decisions based on insight, not instinct. Luckily, you're already sitting on a goldmine of customer information that contains all the insights you need.

So, let's get proactive about customer service. Let's get every ounce of value from that data, using predictive analytics to understand what customers are likely to want—and when they're likely to want it—to bring the personal touch to voice and digital engagements, whether they're with live or virtual agents.

## Let's make it happen

Our intelligent engagement solutions help some of the world's leading brands deliver personalized experiences to millions of customers. Work with us to:

- Use all your customer data—structured and unstructured—to understand who your customers are and what they want

- Integrate your omni-channel engagement platform with your existing systems to keep the data-driven insights flowing

- Offer personalized interactions and predictive service to add huge value for customers (while reducing costs and increasing revenue for your business)

**Real-world results. Remarkable business outcomes.**

## 38%
conversion rate increase

## 87%
higher CSAT

## 106%
increase in customer lifetime value

A leading US telco saw 106% increase in CSAT due to seamless automated and human assisted engagement. The best part? They also generated up to $444.7M in total chat revenue in just one year using Nuance live chat.

# Make agents' lives easier

# 3. Improve the agent experience

*Improving the agent experience also helps you drive cost out of the business by increasing operational efficiency and reducing agent churn in the contact center and beyond.*

Behind every great customer experience there's a great agent. But too often, skilled agents don't have the tools and information they need to add value to customer engagements, and new hires can find it difficult to become productive and effective quickly.

It's no surprise that there's such a high turnover of contact center staff in most organizations (and up to 40% a year in some organizations). Agents don't feel empowered to do their best work—they feel undervalued and overstretched.

So let's put as much focus on agent experience as we do on customer experience. Let's give agents—even if they're working from home—everything they need to have their best day every day.

## Let's make it happen

Nuance helps you transform operations and the agent experience to turn the contact center from a cost of doing business into a valuable revenue generator. Using our latest conversational AI innovations, you can:

- Have intelligent VAs handle routine inquiries, freeing human agents to solve complex issues

- Use AI to support agents with real-time, contextual customer information, best practice advice, compliance reminders, and product or offer recommendations

- Onboard agents faster, train them better, and keep them longer

- Use authentication and fraud prevention solutions to improve the agent experience and empower them to deliver better service by freeing them from the burden of interrogating customers at the start of each call or session

**Real-world results. Remarkable business outcomes.**

# 85%

FCR increase

# 37%

increase in agent availability

# 23%

increase in agent satisfaction

One of the world's largest telcos uses our intelligent engagement solutions to free its agents to handle complex queries, with a 70%+ IVR containment rate and 50% of its 4 million monthly calls resolved by its Nuance Virtual Assistant.

# 4. Improve First Contact Resolution (FCR)

When agents have better tools and can easily access relevant, up-to-date information, it's much simpler for them to resolve customer issues the first time. Plus, they can answer queries faster, reducing hold times, Average Handle Time (AHT), and contact center costs.

So, let's help agents improve FCR rates by using advanced AI technologies to supply them the knowledge and insights they need, when they need them.

## Let's make it happen

Reliable connectivity has never been more important, so when customers have issues, a first-time fix strengthens the relationship. Work with us to ensure you can:

- Give agents cross-channel insights to handle even the most challenging customer requests with confidence

- Pass customers from the IVR to phone or digital agents with the full context of the conversation and historical interactions

- Automate simpler inquiries to reduce contact center volumes, leaving agents fresh and ready to take on the next challenge

Customers will soon switch to another provider if they can't get issues fixed quickly, so let's give your agents (live and virtual) all the information they need to resolve issues on the first contact.

# Make fraudsters' lives harder

# 5. Tackle fraud head-on

## A successful fraud attack is bad news for your business. But it's worse news for your customers.

In the past, adding security meant adding friction to the customer experience, making customers supply detailed personal information or answer a battery of security questions to verify themselves to you. The trouble is, knowledge-based authentication (KBA) methods add frustration for customers and agents and don't do anything to stop fraudsters. Passwords, PINs, and security question answers are easy to buy, steal, or circumvent through social engineering. It's time to move beyond KBA.

So let's take the fight to the fraudsters by using biometrics to identify the actual fraudster behind every case and cutting the attacks off at the source, once and for all.

### Let's make it happen

Nuance helps organizations stop fraudsters in their tracks while making it even easier to do business for legitimate customers. With Nuance, you can:

- Authenticate customers in seconds based on who they are, not what they know, through voice, behavioral, and conversational biometrics

- Prevent fraud, mitigate fraud losses, and empower fraud teams

- Protect your customers and your brand—and disrupt organized crime

*Telcos are prime targets for fraudsters, but heightened security can't come at the expense of customer convenience. That's why telcos world-wide are turning to biometric authentication to help them fight fraud.*

**Nuance helped a major NA telco prevent thousands of confirmed fraud attempts—and the results speak volumes:**

## ~$2$^K$

saved per fraud attempt

## $1-3+$^M

annual savings

MORE THAN

## $7$^M

in transactional losses averted in under 3 years

# 6. Take the effort out of authentication

When customers contact your brand, they don't want to waste time remembering passwords and the answers to security questions. But they still want to know you're keeping their accounts protected.

So, let's remove the friction from authentication—while making it more secure. Let's make it simpler and faster for customers to authenticate, reducing AHT and, more importantly, letting customers get straight to the point.

## Let's make it happen

Nuance uses biometrics and other factors to authenticate customers during the first few seconds of their natural conversation with an agent or speech enabled IVR. With Nuance biometric authentication, you can:

- Deliver a more streamlined, personalized customer experience

- Empower contact center agents to focus on helping callers, rather than interrogating them

- Show customers you take their security seriously, and that you know their time is valuable

When it takes forever simply to verify a customer's identity, customers and agents get frustrated, conversations start badly, and relationships soon turn sour. It's a surefire way to lose customers to competitors.

**Real-world results. Remarkable business outcomes.**

## 85%

increase in customer satisfaction

2 seconds or less to authenticate

## 99%

authentication success rates

Just five months after becoming the first German company to deploy voice biometrics, Deutsche Telekom had enrolled 200,000 customers, with 75% saying it was more convenient than using their ID number.

# Let's get started

Every CX transformation needs optimism, courage, and ambition. But confidence in success comes from working alongside an expert, experienced partner.

We believe that the best outcomes rely on an AI-first approach. It's about using AI to automate as much as you can, bridging AI automation and human engagement, and empowering your agents with AI.  And instilling trust in your brand through biometric identification and fraud prevention. We've built our business around using both AI and human engagement together, for the most comprehensive customer journey strategy.

So, let's work together to ensure you look back on your transformation efforts with pride.

## A true partner

With decades of global experience in the telco industry, Nuance is uniquely positioned to meet communication service providers' needs in a powerful, impactful way.

Nuance solutions empower leading telcos to provide frictionless, personalized and automated AI-driven experiences to increase revenues, reduce churn, improve satisfaction, all while protecting the brand.

Nuance's open platform approach combined with unparalleled professional services expertise provides the foundation for both packaged and bespoke solutions that deliver award-winning and impactful results in direct alignment with telco goals for customer and employee satisfaction and 5G transformation.

Easily integrated and highly scalable, Nuance Conversational AI allows for cloud-native solutions to be leveraged with greater control, flexibility, and speed of deployment to drive the differentiation, quicker time to market, and results leading CSPs demand.

Together, we can make your CX transformation a success, so you can:

- Give your customers effortless, personalized, proactive, and secure experiences—in any channel they choose

- Give your agents the tools and insights to bring their A-game every day—wherever they're working

- Give fraudsters the toughest fight of their lives—and win

Let's talk!
If you'd like to discuss any of the challenges and opportunities we've highlighted in this guide, or learn more about how we can help, get in touch with us at CXExperts@nuance.com.