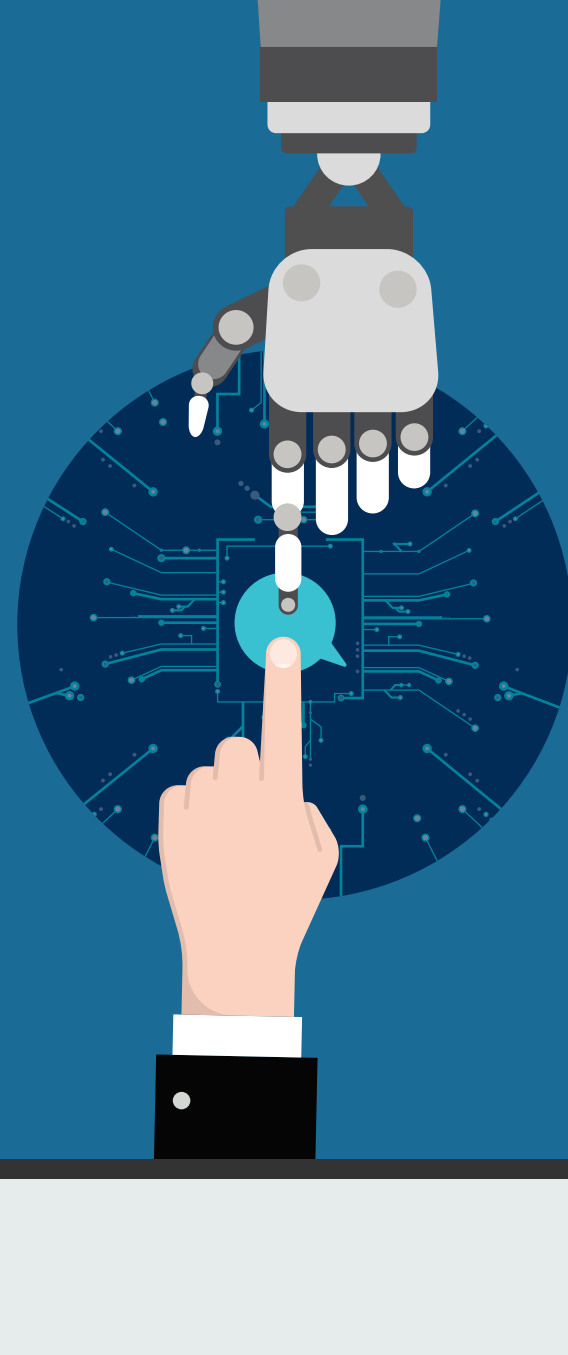


# Is your virtual assistant **actually** assisting people?

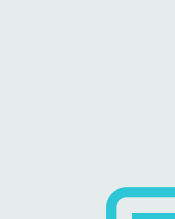
How to stop wasting your customers' time and start delighting them.



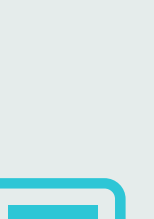
## What's your biggest customer service challenge?



Reducing call handling times?



Lowering your cost to serve?



Increasing agent productivity?



Sure, they're massive challenges, **but from your customers' point of view**, the biggest problem is the time they waste across engagement channels.



**89%**

of customers get frustrated when they need to repeat their issues<sup>1</sup>



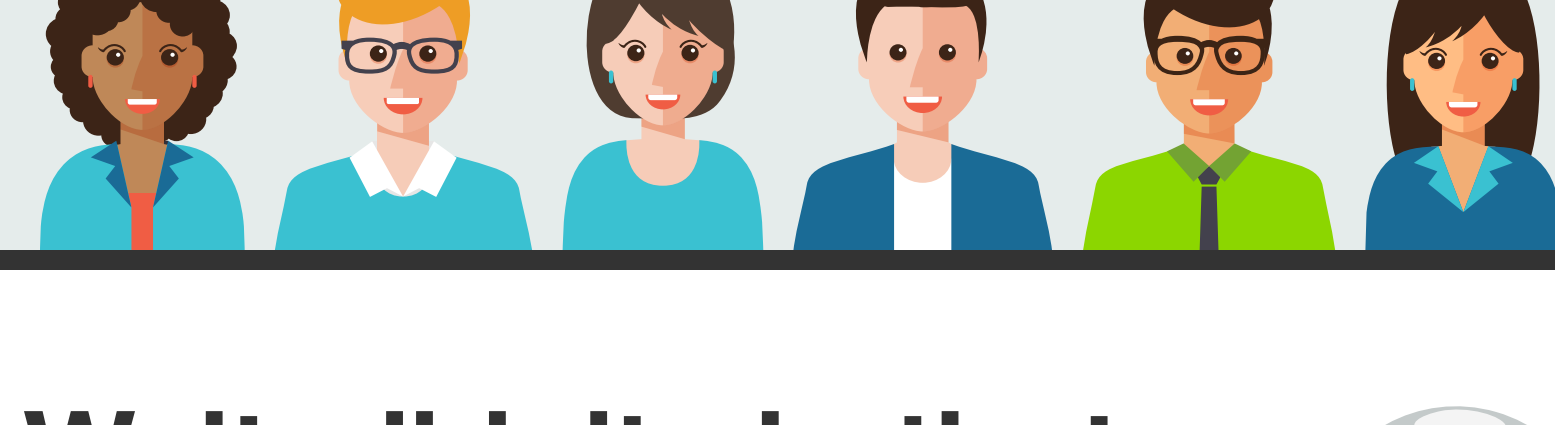
**66%**

say valuing their time is the most important thing for a good online experience<sup>2</sup>

## But on the flipside...

Get your omni-channel engagement strategy right, and your customers will love you for it.

**89%** of customers can be retained if companies have strong omni-channel strategies<sup>3</sup>



## Wait, didn't chatbots solve all this?

Well, kinda. Intelligent automation can have a big impact on customer satisfaction through faster response and resolution times.



**64%**

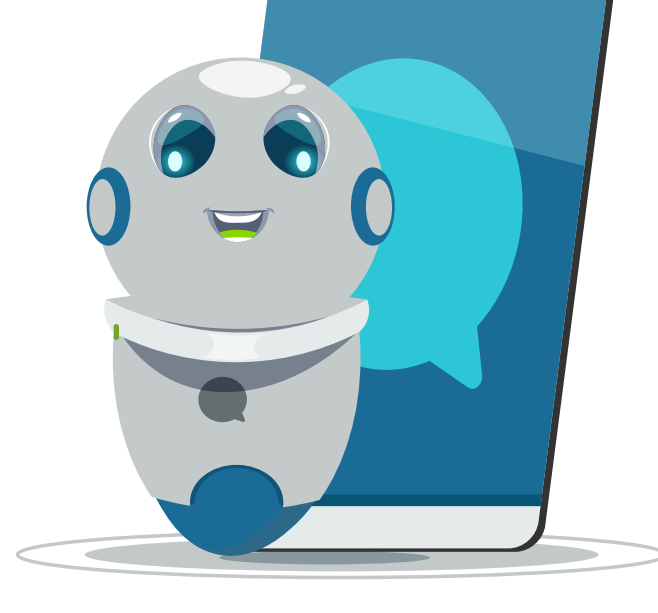
of organizations have improved customer satisfaction through the use of intelligent automation.<sup>4</sup>



But, too many chatbots don't live up to the hype. Which explains why **Forrester says 2019 will see the beginning of the backlash against chatbots.**<sup>5</sup>

## From dumb chatbots to intelligent virtual assistants.

So how do you avoid bad experiences with automation? By expertly designing **intelligent virtual assistants** that can recognize customer context and intent, and engage people in a **conversation that feels human.**

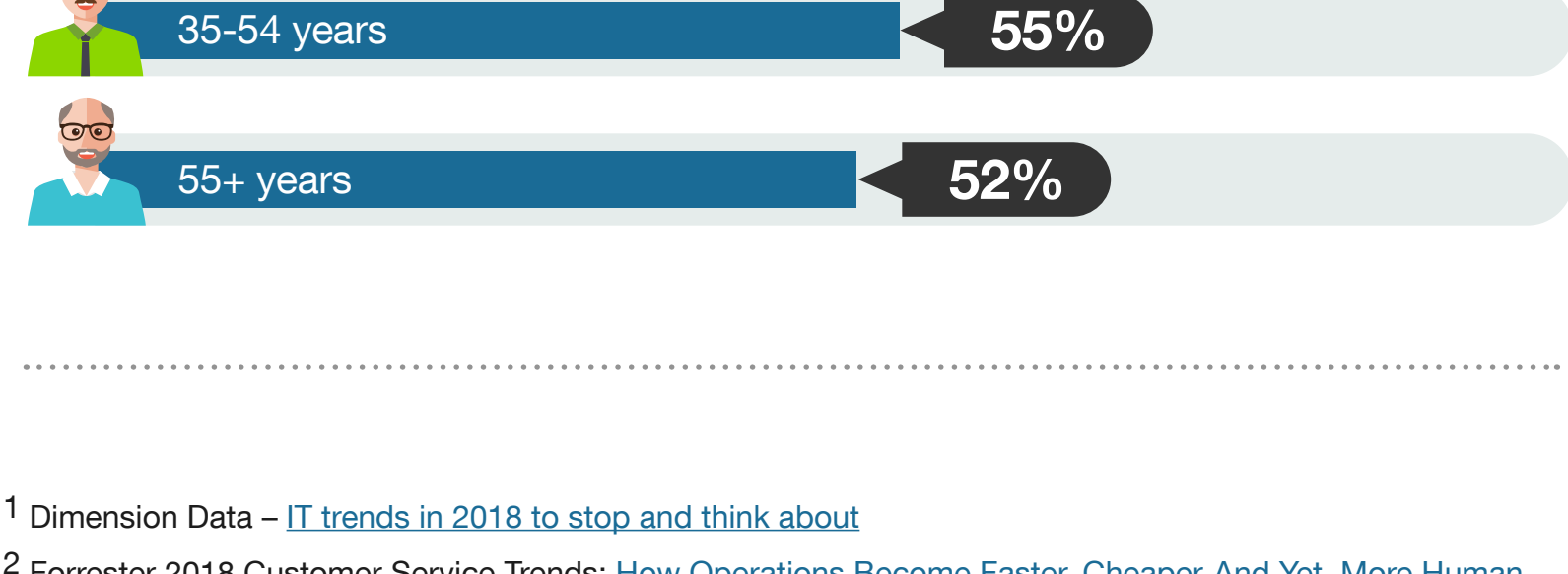
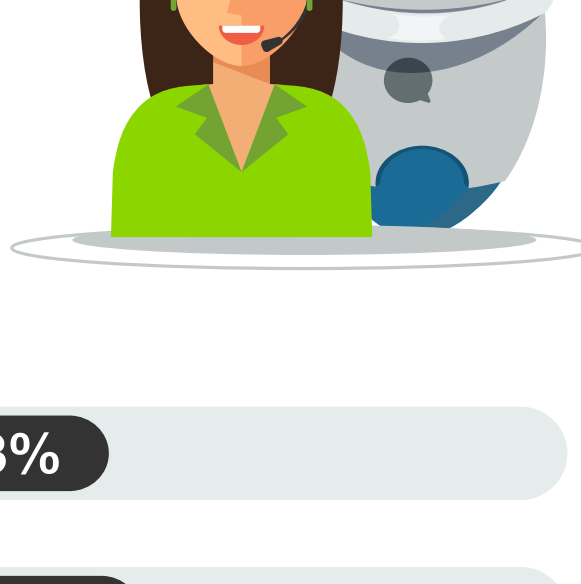


A dumb chatbot doesn't know this sentence has seven different meanings, depending on the focus word. **But an intelligent virtual assistant does.**

	<b>SHE</b> never told him that she loved him. (But someone else did.)
	She <b>NEVER</b> told him that she loved him. (Not even once in their entire relationship.)
	She never <b>TOLD</b> him that she loved him. (She showed it, but never said it out loud.)
	She never told <b>HIM</b> that she loved him. (But she told everybody else.)
	She never told him that <b>SHE</b> loved him. (But that someone else did.)
	She never told him that she <b>LOVED</b> him. (Only that she liked him.)
	She never told him that she loved <b>HIM.</b> (She said she loved someone else.)

And if you can **connect virtual assistants with humans**, you'll have a powerful combination to deliver standout customer experiences.

## Customers prefer AI/human combo interactions.<sup>6</sup>



**Ready for more intelligent automation?**

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