A roadmap to great customer service.

Strategies for improving customer satisfaction and engagement across all your channels.

Are you maximizing your customer service channels?
Technology is changing, and customers today expect to use multiple channels and applications to engage with the companies they do business with. And, over time, current applications and channels may no longer align with those customer preferences, particularly in the context of today's multi-channel world.

Gaining insight and creating a plan
A Customer Experience Roadmap delivered by Nuance's Business Consulting Services (BCS) team, guides you in optimizing customer service channels to meet your customer care goals. Roadmap engagements start with building a deep understanding of your business goals and environment, and result in customized strategies tailored to your use cases that encompass capital constraints, customer value, legacy technology investments, and your specific growth plans.

We identify machine learning and human-assisted service opportunities (including human-assisted virtual assistants and AI) and define opportunities for greater personalization, prediction, and proactive engagement.

Nuance's proven methodology and expert resources deliver comprehensive insight into the current service experience along with recommendations for future investments that are:

– **Focused on your customers**
  Delivering a great customer experience increases loyalty and business opportunities. We identify the optimal experience to drive high customer satisfaction, and compare it to your peers.
– **Focused on your solutions**
  A technology agnostic and omni-channel consulting approach provides unbiased, objective recommendations that support your unique business strategy and technology environment.
– **Focused on your results**
  We create plans that improve your bottom line by reducing technology and contact center costs while at the same time enhancing business results.

Nuance Customer Experience Roadmaps

Digital
– Web
– Mobile
– Social
– Email
– Virtual assistants
– Live chat
– Messaging
– SMS

Voice
– IVR speech solutions
– Conversational IVR
– Call steering

Outbound
– Calling
– SMS
– Email
– Collections automation

Security
– Multi-modal biometrics for ID&V (voice, facial and behavioral)
– Fraud detection

Omni-channel
– Across all inbound and outbound customer touch-points

NUANCE

Innovation and expertise in customer experience

Nuance's industry leading Business Consulting and Professional Services teams provide strategic guidance and actionable roadmaps that deliver exceptional customer care results. With deep cross-industry expertise and broad customer care application experience, and over 20 years of proven innovation and success, our team of experts ensures you can meet the ever-changing demands of your customers.

A proven engagement methodology

The Nuance Customer Experience Roadmap process follows a consistent methodology, leveraging best-practice experience gained from over 6,500 customer deployments.

Planning and baseline
– Definition, alignment, and documentation of engagement objectives

Data gathering and measurement
– Collection of current state performance data for existing customer service approaches
– Definition of business performance objectives
– Observation of customer journeys in and across service channels
– Subject matter expert and key stakeholder interviews

Current state analysis
– Detailed evaluation of current state user experience and customer service metrics
– Review of existing technologies and investments
– Assessment of key processes and technologies
– Benchmarking performance against internal goals and objectives, industry best practices, and competitive data
– Identification of potential barriers to success

Recommendations for improvement
– Roadmap development, including prioritized short- and long-term recommendations, phasing approaches, and a cost/benefit analysis for each recommendation

Validation and reporting
– Presentation of roadmap and associated deliverables to core team
– Incorporation of feedback from key stakeholders
– Final presentation of validated engagement deliverables

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.

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