



NUANCE

The experience speaks for itself™

Nuance – Enabling and Delighting Mobile Consumers

February 2009



Consumers Prefer Mobile vs. Wired

- Prefer 'mobile & personalized' vs. 'wired & shared' means of communications
- 32% of U.S. households will have wireless-only services by 2012
Source: Morgan Stanley analyst Simon Flannery
- 70% of calls to US call centers from mobile phones Source: Celent, 2007
- 17 million households will use mobile banking (30% of households) by 2010
Source: Celent, 2007
- Over 60% used their mobile to call customer care from home
Source: Yankee Study in 2008
- Mobile networks and handsets are technically advanced and are transforming user behavior

Need to explore the potential and challenges of the mobile channel for enterprises and carriers to serve consumers

Nuance achieves results by bringing a variety of innovative technologies to the table

**On-Device
Care &
Diagnostics**



**Natural Language
Automated Interactions**



**On-Device
Voice
Navigation**



**Informed Agent
Interactions**



**Predictive
Text
Navigation**



**Voice Dictation &
Voicemail-to-Text**



...create the right user experience...and deliver business impact

Nuance Mobile Care

A Revolutionary Mobile Care Solution

On-Device Customer Self-Service

Enabling Pay bill, check account balance & more

Relevant & Contextual Promotions

Delivered directly to the handset

Enabling Mass Adoption

Simply dial, requiring no change in customer behavior

simply dial



Demo