



NUANCE

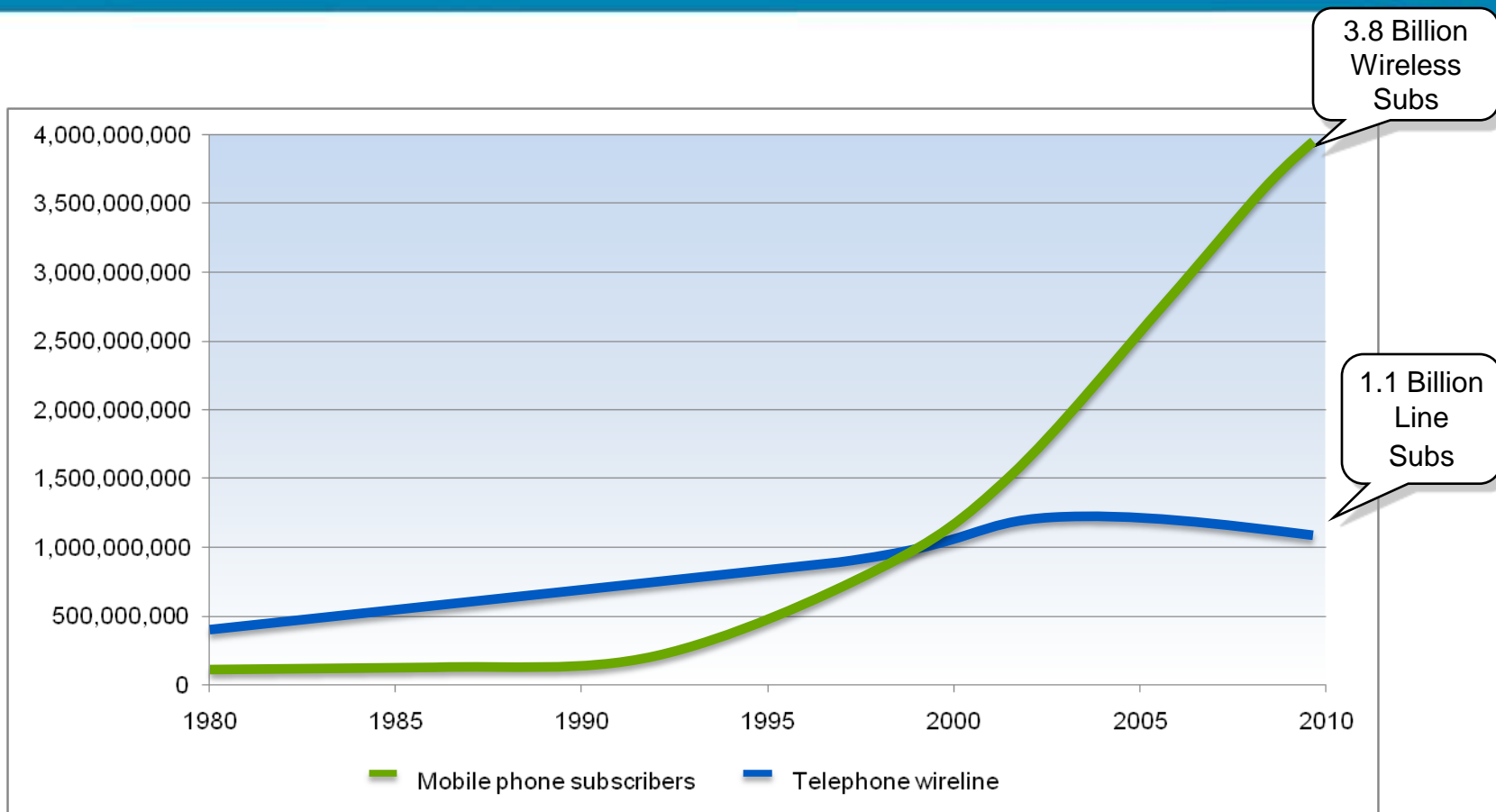
The experience speaks for itself™

Nuance Mobile Care – Expanding the Call Center Through Mobile Self-Service

Hetal Pandya
Nuance Mobile Care
March 2009



The Mobile Device Has Become the Primary Consumer Touch-Point



Consumers Prefer Mobile vs. Wired

- Prefer 'mobile & personalized' vs. 'wired & shared' means of communications
- By 2010 70% of calls to US call centers from mobile phones
Source: Celent, 2007
- 1 in 4 US wireless subscribers have no landline
J.D. Power 2008
- NY & NJ have seen 50% drop off in landlines

As consumers have turned to mobile, the capabilities have developed at an increasing rate

How Can Call Centers React?

- Recognize the trends as opportunities
- Investigate leveraging mobile technologies in your call center
 - Identify callers calling from their mobile devices
- Examine ways to utilize the mobile device as a platform for customer care
 - Create additional channels of self-service
 - Lower costs through increased usage of these channels
- Success of self-service hinges on adoption
 - Offer your customers the best customer experience



Providing an enhanced user experience is the key to adoption

Adoption Depends on Two Key Areas

Familiarity

Leveraging Existing Consumer Behavior

Speed

Offering a Quick & Easy Interaction

Nuance Combines Technology & Design to Create the Right User Experience



**Natural Language
Automated Interactions**



**Informed Agent
Interactions**

**On-Device
Voice
Navigation**



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



**Predictive
Text
Navigation**



**Mobile
Customer
Care**



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

Nuance Mobile Care – Simply Dial

Self-Service in the Palm of the Customer



Dial Care



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



Nuance Mobile Care Delivers Measurable value

77% of calls
completed on device

800% increase in
campaign conversion
compared to other
channels

90% felt Nuance Mobile
Care enhanced the self-
service experience



Conclusion

- Mobile IS the next frontier
- Customer experience is the key to adoption
- Use technology to solve real problems

Appendix