



Voice-to-Text: The emerging mobile messaging channel

Nuance: Reinventing the relationship between people and technology

- Defining the next generation of human-computer interaction: **Intelligent Systems**
- Deeply invested in creating effortless and natural user experiences
- Best known for rapidly advancing voice-recognition technology



What do we mean by Voice-to-Text?



“The man said, open quote, how are you, question mark, close quote”



I can help with Billing, Statements, Technical Support or something else. Which would you like?



“Hey PC, play my Daft Punk station on Pandora”

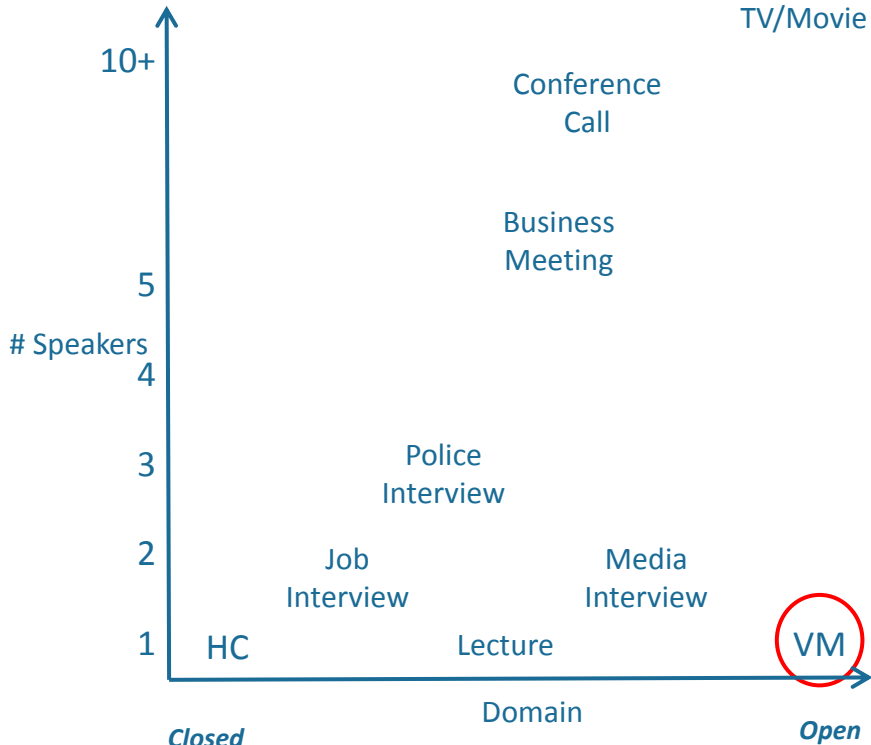


“Hey Dave, it’s John. You’re probably in a meeting. I wanted to...uh...catch up on...uh the follow ups we discussed yesterday so gimme a call when you get the chance please”

Human-to-Machine

✓ Human-to-Human

Where is Voice-to-text Useful?



Marketing Call



Work Update



Call me Back



Pocket Dial



+ different languages, background noise, different codecs, compression...

Voice-to-Text makes the voice channel relevant in mobile messaging: **Voicemail-to-Text & Missed Call Messenger**

79%

find **voicemail**
more personal
than text

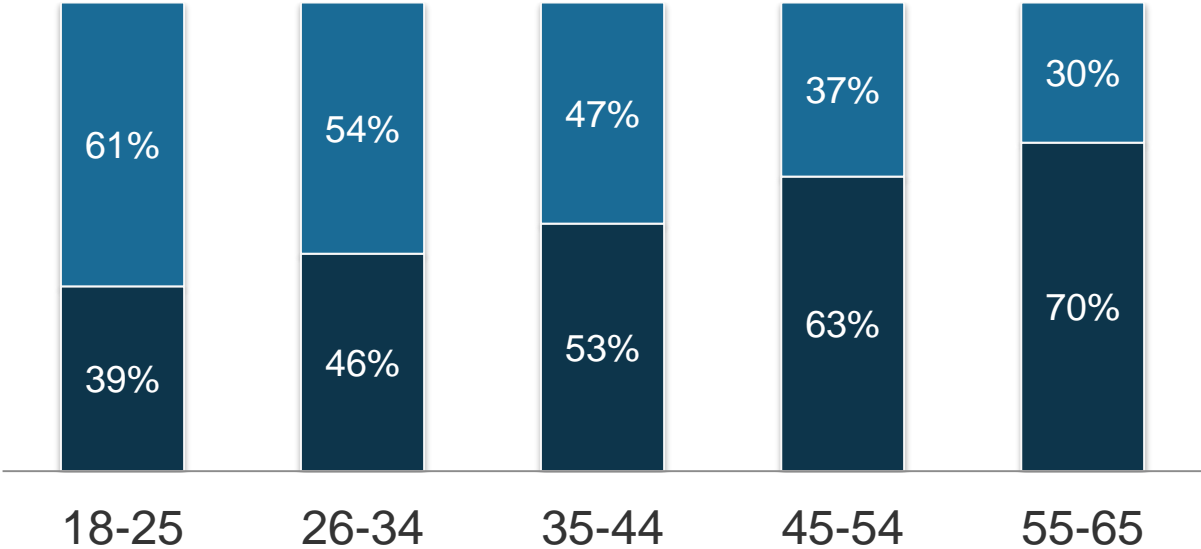
95%

find **text more**
convenient
than voicemail

Successively younger generations increasingly prefer to receive Text vs. Voicemail

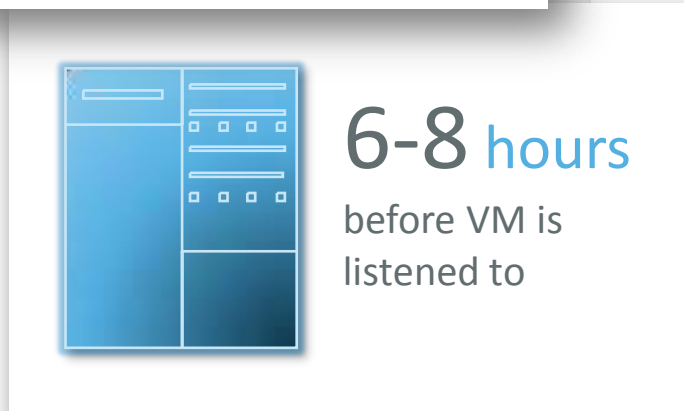
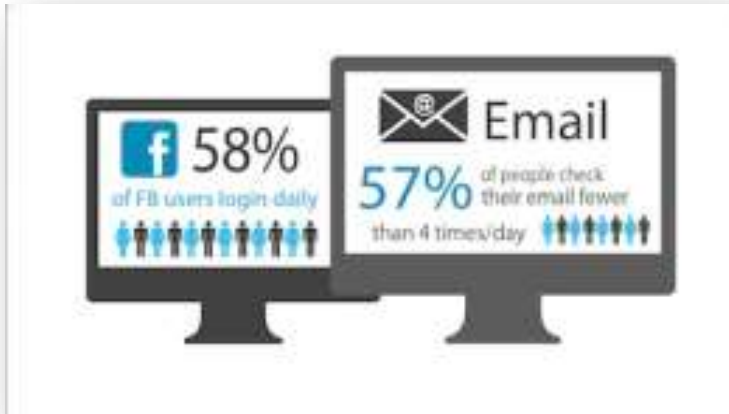
B-Party Preference for VM or TXT across all A-Parties

■ Prefer VM ■ Prefer Text



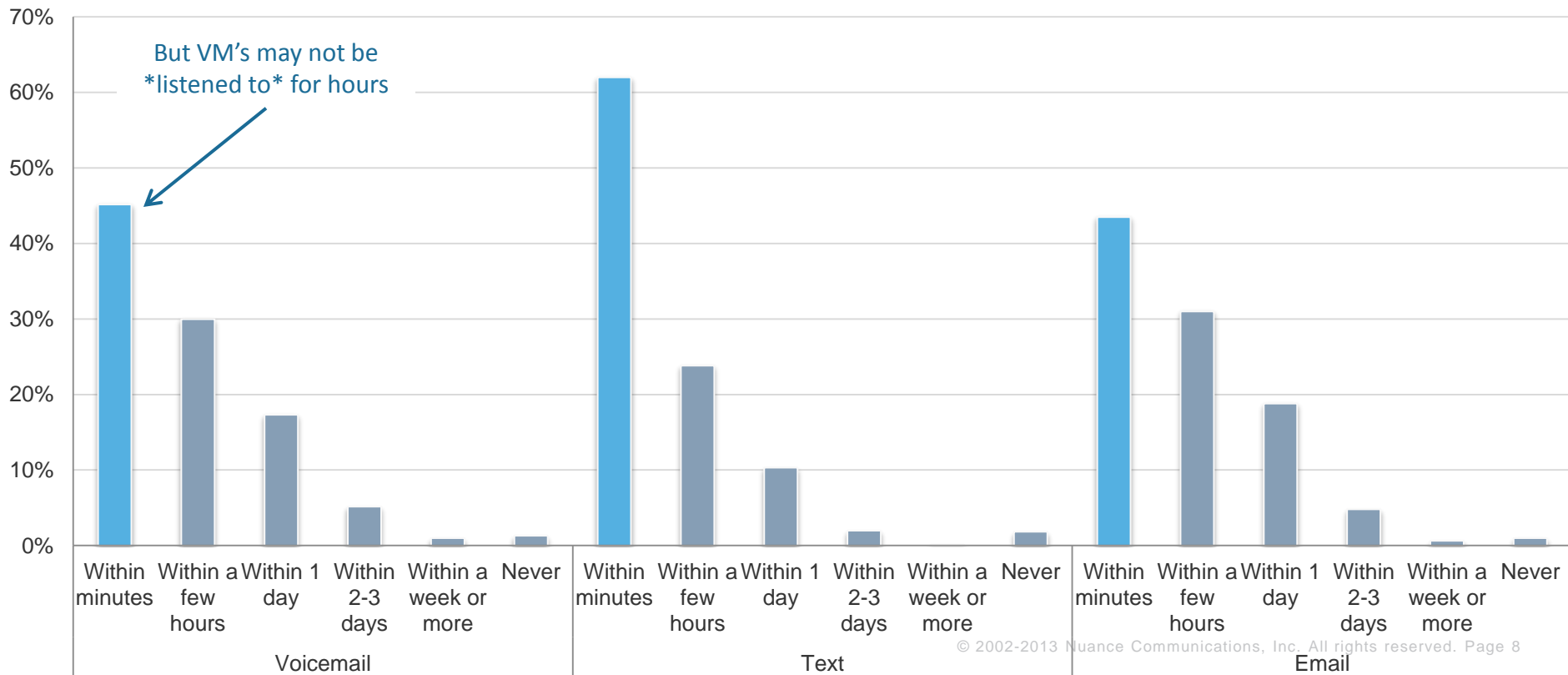
The convenient outweighs the personal

So why is Text so much more convenient?



Users receive and respond to text more quickly

Speed of Response Across Categories



Changing the face of voice communications

3 OF THE
TOP
THREE

North American
Cable
Companies

4 OF THE
TOP
FOUR

Canadian
Carriers

2 OF THE
TOP
TWO

Australian
Carriers

2 OF THE
TOP
TWO

Spanish
Carriers

"Voice-to-Text is the thing keeping our voicemail investment alive. Without voice-to-text people just don't use it"

Head of VAS, Tier 1 Carrier, North America

"91% of our voice-to-text customers would recommend the service to a friend or a colleague"

Tier 1 Carrier Market Research, Brazil

2.2
BILLION
VOICE MESSAGES



67 **MILLION**
USERS WORLDWIDE

Thank You