



Bring Intelligence to Life™



Conversational Interaction
Conference

Connecting humans and machines

Virtual Assistants in Customer Service

George Skaff
VP of Worldwide Marketing
Nuance Communications, Enterprise Division
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Top factors driving customer service



#1 Improve Customer eXperience (CX)

69.7% vote CX as top reason driving digital strategies



#2 Customer demand

at 56.3% emerges as second top priority



#3 Cost reduction

versus 52.2% motivated by commercials

Future strategy – CX services evolve

CX is proven to increase customer loyalty + commercial performance + employee engagement



Virtual Assistant (Chat bots): from 13.3% to 46.0%



Chat (instant messaging): from 52.4% to 84.7%



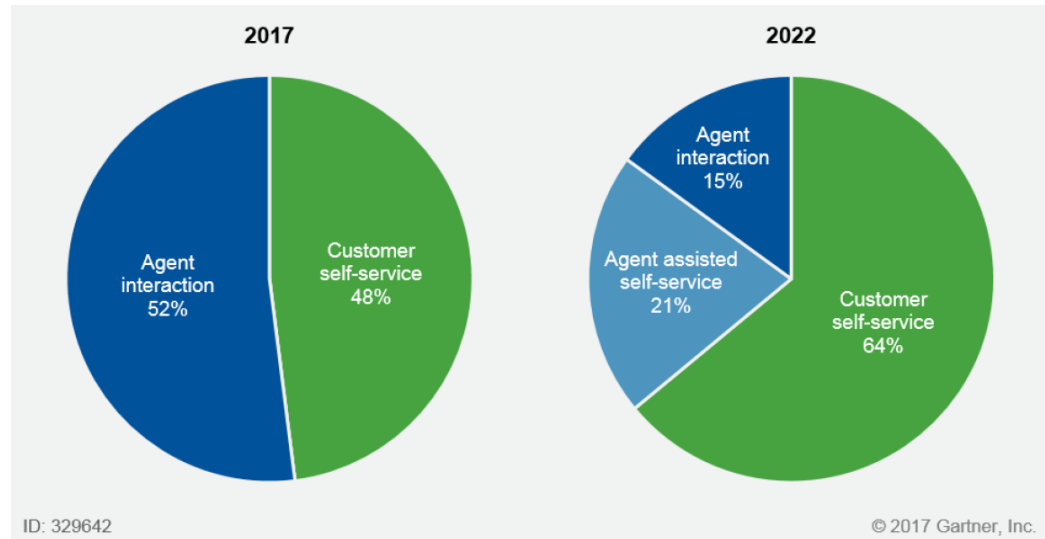
Automation proactive: from 33.7% to 65.6%



Mobile apps: from 56.2% to 82.7%

Changes ahead in customer service

- By 2022, **20%** of all customer service interactions will be **completely handled by AI and workflow**
- The future of customer engagement lies in **mixing and matching channels** [...], rather than supporting all possible channels

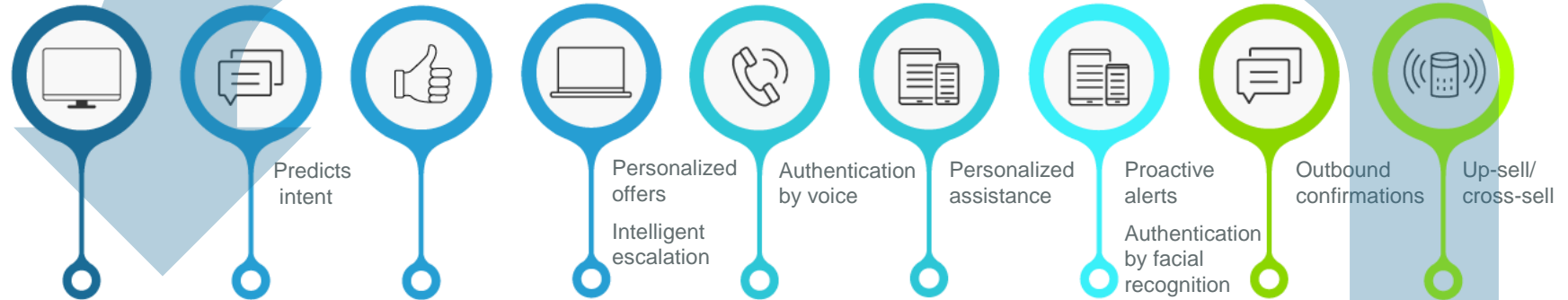


Key criteria for selecting an Enterprise ready virtual assistant



Sample customer journey

Continuous analysis, machine learning and optimization



Powered by Artificial Intelligence

More channels. More intuitive. More conversational. **Better results. Lower costs.**

Customer Service Messaging



Virtual Assistant Use Cases

Major Logistics Co.



More than **50%** of inquiries are handled without human intervention

- Personalized dialog in a chat format to assist customers on the website
- Reduced agent workload by answering common questions such as where the package is, who signed for it, or where to schedule a pick-up
- Nearly 1,000 web pages, 15 languages, 79+ countries and growing

Major Telco Co.



VA finished in the **top 5% of sales agents** in a contest selling protection plans

- Automated and human assisted customer engagement for web and mobile channels
- Created a consistent customer experience in all digital channels
- Improved user engagement by using VA to route users to the correct agent the first time

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George Skaff



@gskaff_nc

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