

IP Australia Teams with Nuance to Add Cutting-Edge AI Learning Capabilities to Highly Successful 'Alex' Online Virtual Assistant

Alex's Superior Conversational AI and Question-Answer Expertise to be Combined with Automated and Human-Assisted AI Learning Capabilities

SYDNEY, Australia, February 14, 2017 – [Nuance Communications, Inc.](#) today announced that [IP Australia](#) will become the first organisation across the Asia Pacific region to add next generation automated machine learning and human-assisted artificial intelligence (AI) capabilities to its widely successful Alex online virtual assistant. Alex, based upon Nuance's Nina Virtual Assistant platform, provides AI-powered customer service on the IP Australia web site, engaging with citizens in human-like virtual chats. Launched in August 2016, Alex is achieving 80% first contact resolution through powerful conversational AI and question-answer capabilities.

The latest in machine learning enables the virtual assistant to learn from ingested organisational content and human agent's responses, enabling Alex to independently handle increasingly complex enquiries over time. This is what Nuance calls the human assisted virtual agent, the latest in supervised AI technology.

Currently, IP Australia's online virtual assistant powered by Nuance's Nina technology delivers a dynamic and engaging customer experience that lets customers easily understand trademark, patent, designs and plant breeder's rights processes. The human elements of dialog and personalised interaction connect customers to the right information and tools, which translates into immediate, easy and effective self-servicing and increased customer satisfaction. At present, Alex is capable of answering IP rights questions in layman's terms, minimising customer confusion and maximising successful first-time transactions.

Director General of IP Australia, Patricia Kelly said, "With approximately 99.6% of our customers now transacting with us online we are reimagining the digital service experience. IP Australia is focused on helping innovators, especially Australian small to medium businesses, successfully navigate IP rights processes. The latest advancements from Nuance assist us to take our 24/7 customer experience to the next level through the implementation of advanced artificial intelligence and machine learning".

"Successful virtual assistants need to be able to continually evolve to have meaningful conversations with customers. Supervised AI enables Nina to learn from the very best customer service experts, ensuring Nina is ready to serve customers effectively and efficiently," said Robert Schwarz, managing director, Nuance, Australia and New Zealand.

"Nuance's Nina virtual assistant technology has already allowed IP Australia to become more agile and respond to customers instantly on complicated trademark topics. Leveraging human assisted virtual agents, IP Australia can draw upon the most advanced natural language processing and machine learning intelligence available to improve resolution rates with customers even further, while getting smarter and more efficient over time."

For enhanced functionality, Nuance has partnered with Datacom to deliver Nuance's cognitive and artificial intelligence technology, incorporate data from its contact centre operations, and integrate directly with IP Australia's live agent chat solution.

For more information about Nuance's Nina, please go [here](#).

About IP Australia

We are the Australian Government agency that administers intellectual property (IP) rights and legislation relating to patents, trade marks, designs and plant breeder's rights in Australia.

IP Australia's vision is to have a world leading IP system that builds prosperity for Australia.

About Nuance Communications, Inc.

Nuance Communications, Inc. is a leading provider of voice and language solutions for businesses and consumers around the world. Its technologies, applications and services make the user experience more compelling by transforming the way people interact with devices and systems. Every day, millions of users and thousands of businesses experience Nuance's proven applications. For more information, please visit www.nuance.com.

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