

Nuance Unveils Advancements in Conversational Virtual Assistants for Effective Customer Engagement Across Domains

Addressing Consumer Demand for More Effective Chatbots for Customer Service, Nuance Elevates Domain Expertise in Nina Virtual Assistant

LONDON – May 3 2017 – Today from the [Opus Research Intelligent Assistants Conference](#), [Nuance Communications, Inc.](#) announced new innovations in conversational, omni-channel customer engagement with advancements in domain-specific knowledge for its Nina virtual assistant. Nuance's new Starter Packs for Nina allow organisations to deploy intelligent virtual assistants with domain-specific expertise, supporting more efficient and effective conversational self-service.

Recent surveys seeking to understand current consumer perceptions of “chatbots” have revealed that fewer than one in three (30%) consumers today are confident in a chatbot's ability to successfully help them when it comes to customer service.

More specifically, the research revealed that consumer confidence is low when it comes to using chatbots for tasks beyond simplistic general-purpose activities. For instance, the majority of consumers (71%) who are using chatbots today are primarily searching for news or information, playing music, or playing games but few consumers are confident in a chatbot's ability to assist with more complex and domain-specific activities such as handling their Utility (35%), Banking (29%), or Insurance (16%) needs.

Conversely, consumer demand expectations are high in this regard, with data showing that 73% of consumers agree that interacting with an automated system that they could converse with would significantly improve their experience.

This low level of consumer confidence in, and similarly high expectations for customer service chatbots, calls for organisations to deploy more intelligent virtual assistants with domain-specific expertise.

Addressing this need, Nuance is introducing new Nina Starter Packs for industries such as retail banking, to support a virtual assistant with industry-specific knowledge that can understand the customer's intent from the outset. Nina Starter Packs will come pre-loaded with the Nina virtual assistant across channels to make training easier from the start, reducing the amount of data collection needed from customers and organisations.

The first to be introduced, the Nina Starter Pack for retail banking is available now across the UK, US and English-speaking EU countries, with more vertical starter packs to be introduced in the coming months.

“There is an expectation for more intelligent virtual assistants that can not only effectively engage in conversation, but more importantly efficiently address consumer needs,” said Robert Weideman, executive vice president and general manager, Enterprise Division, Nuance. “By giving Nina a ‘PhD’ in certain domains, we can enable organizations to more quickly and accurately understand consumers’ intents and tailor content from the start. These more accurate and intuitive conversations build brand loyalty, reduce churn, and ultimately help organizations to obtain a faster ROI.”

This week, Nuance will be participating in the Opus Research IA Conference, where executives from Nuance, as well as customers such as Dixons Carphone, will take the stage to share their experiences and vision on how intelligent customer engagement solutions powered by artificial intelligence (AI) are improving the customer experience. The full agenda can be found [here](#), with Nuance participating in the following sessions:

- Featured Keynote: Sebastian Reeve, Nuance; Angela Downes, Dixons Carphone
- Featured Financial Services Case Study: Mark Bramley, Head of Business Management | Global Contact Centres, Retail Banking and Wealth Management | HSBC Holdings PLC
- Implementing Voice Biometrics Solutions: Brett Beranek, Nuance

Conference Details

What: Nuance at the 2017 Opus Intelligent Assistants Conference

When: May 4-5, 2017

Where: Claridge’s Hotel London

Why: Nuance is showcasing its broad portfolio of intelligent customer engagement solutions powered by artificial intelligence at the 2017 Opus Intelligent Assistants Conference. Executives from Nuance and its customers will speak about customer experience innovations and trends.

For media: To make an appointment to speak with an executive from Nuance, please contact Kate Baldwin 02076084677 (on behalf of Nuance) or Vanessa Richter at +32 475769507.

To learn more about Nuance Nina, go [here](#).

Methodology

(1) Source: The Chatbot Perceptions survey findings included in this press release were fielded by independent panel research firm, AYTM, and commissioned by Nuance Communications, Inc. Responses were generated from two surveys among 425 consumers each in the UK and the US. All respondents were over the age of 18. The margin of error for the survey is +/-4%.

(2) Source: The Conversational Interface Preferences survey findings included in this press release were fielded by independent panel research firm, AYTM, and commissioned by Nuance Communications, Inc. Responses were generated from a survey among 425 consumers worldwide. All respondents were over the age of 18. The margin of error for the survey is +/-4%.

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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