

Nuance Ranked #1 in Chatbot/Virtual Assistants for Enterprise Customer Service by Leading Global Research and Advisory Firm

Nuance Intelligent Virtual Assistant, Nina, Named a Recommended Product Among Ten Chatbot Vendors

BURLINGTON, Mass., – June 29, 2017 – [Nuance Communications, Inc.](#) (NASDAQ: NUAN) today announced that Nina has earned a spot on Forrester's Recommended Product List, receiving the number one ranking among the 10 most significant Chatbot providers for Enterprise Customer Service in the newly published Forrester Research report, [The Top 10 Chatbots for Enterprise Customer Service](#).

Virtual assistants are growing in popularity to enable an intelligent, human-like dialogue between consumers and brands. According to Forrester, "To truly meet a need for enterprise-grade customer service, chatbots (also called virtual assistants and cognitive agents) must be able to understand what a customer speaks or types, discern their intent, respond in a conversational manner, and act on the customer's behalf."* The Forrester report identifies the 10 most significant players and assesses them on a 10-criteria evaluation with the guidance that "customer service and application development and delivery (AD&D) professionals can use this review to select the right partner for their chatbot needs."* In this evaluation, Nuance was cited as a Recommended Vendor, and earned the top ranking among the 10 vendors evaluated by earning the ranking of "differentiated" in the following seven categories: reporting & analytics, multichannel, security & authentication, natural language understanding (NLU), roadmap, vision, and revenue.

According to the Chatbot report, "Nuance leads the pack with robust NLU and multichannel capabilities. With a focus on both customer acquisition and customer retention, Nuance offers a stout product vision and differentiated enterprise-grade security, including biometrics."* The evaluation also found that "Nuance makes an excellent match for companies requiring enterprise-grade solutions. Nuance allows companies to deploy multimodal chatbots across web, mobile, and voice channels and to seamlessly connect those self-service tools to assisted service."*

"We believe the recognition for Nuance Nina as the top ranking vendor for Enterprise Customer Service Chatbots by Forrester Research reflects our unwavering commitment to innovation and our dedication to building proven solutions for our customers," said Robert Weideman, general manager and executive vice president, Enterprise Division, Nuance. "We are focused on harnessing the power of AI to deliver the highest levels of automation and customer satisfaction through a combination of intelligent self- and assisted service to ensure our customers deliver unsurpassed experiences while achieving their business results."

Introduced in 2012, Nina was one of the first virtual assistants for customer service, and has since evolved to become a powerful "design once, deploy many" customer engagement platform that supports a consistent experience across Web, Mobile, IVR, Messaging, (e.g. Facebook Messenger and SMS), and IoT channels such as the Amazon Echo via Alexa. Nina provides organizations with the ability to efficiently and effectively broaden their customer engagement footprint, as opposed to building implementations separately for each channel. In a single platform, Nuance is the only vendor to combine the tooling, intelligence and analytics of natural language processing (NLP) and cognitive technologies, as well as integrated security, to deliver automated and assisted solutions targeted to Enterprise needs.

The award-winning Nuance Nina has been adopted globally by leading brands and organizations, including the [Australian Taxation Office](#), [Coca-Cola](#), [Domino's](#), [Garanti Bank](#), [ING Netherlands](#), [IP](#)

[Australia](#), [Jetstar](#), [Swedbank](#), [USAA](#), [Windstream](#) and more. Most recently, [Domino's Australia](#) announced that Nina is powering the Domino's DRU Assist virtual assistant.

A complimentary copy of the full report can be requested [here](#). For more information about Nuance's Nina, please visit [here](#).

* [The Top 10 Chatbots For Enterprise Customer Service](#), Forrester Research, Inc., June 29, 2017

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About Nuance Communications, Inc.

Nuance Communications, Inc. (NASDAQ: NUAN) is the pioneer and leader in conversational and cognitive AI innovations that bring intelligence to everyday work and life. The company delivers solutions that can understand, analyze and respond to human language to increase productivity and amplify human intelligence. With decades of domain and artificial intelligence expertise, Nuance works with thousands of organizations – in global industries that include healthcare, telecommunications, automotive, financial services, and retail – to create stronger relationships and better experiences for their customers and workforce. For more information, please visit www.nuance.com.

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