

# Nuance Enables Always-On Engagement with AI-Powered Customer Service Messaging

## **As Consumers Embrace Messaging to Engage with Companies, Nuance Enhances the Mobile Consumer Experience by Connecting on Customers' Terms**

SAN FRANCISCO – Intelligent Assistants Conference – September 18, 2017 – Nuance Communications, Inc. (NASDAQ:NUAN) today announced from the [Intelligent Assistants Conference](#) its [Customer Service Messaging](#) offering powered by artificial intelligence (AI). Nuance Customer Service Messaging lets enterprises engage consumers with a seamless experience through a combination of real-time and asynchronous communication across mobile channels.

Messaging is on the rise with nearly every demographic adopting a mobile mind shift, expecting anytime, anywhere access to information and services. Beyond using it to communicate with friends and family, mobile consumers see messaging as the preferred channel to interact with businesses, making it a key component of an organization's successful omni-channel customer engagement strategy. Yet despite its overwhelming popularity, the always-on nature of messaging can present new challenges, as enterprises are not prepared to handle the emerging customer service platform, which requires immediate response times to be effective, without hiring more agents or extending call center hours. Nuance overcomes the volume and expectation barrier for message-based customer engagement with its Customer Service Messaging offering, including:

- Support for real-time and asynchronous interactions across digital channels;
- A combination of automated and human-assisted engagements through Nuance Nina, the intelligent virtual assistant, and live chat assistance;
- Customizable solutions for vertical market needs and requirements;
- Simple authentication through voice biometrics; and
- Integrated analytics and reporting to deliver measurable insights along the entire customer journey.

While Nuance has long supported SMS, in-app messaging, and Facebook Messenger, enhancing Nuance [messaging capabilities](#) with both real-time and asynchronous communication ensures a consistent, intelligent, and “always-on” engagement experience for enterprise customers through any channel they choose.

“Messaging is complex. In order for businesses to have a successful messaging strategy, they need the right platform and technology to scale to support thousands or even millions of users. The right messaging solution begins with a virtual assistant that has powerful and robust cognitive capabilities to achieve first contact

resolution rates of at least 75% and the ability to connect to humans for assisted service when necessary,” said Robert Weideman, executive vice president and general manager, Enterprise Division, Nuance. “Nuance’s Customer Service Messaging is the most robust messaging offering in the industry that delivers high customer satisfaction, faster resolution for customer inquiries, and lower costs for organizations.”

Nuance is a recognized leader in providing automated and intelligent AI-powered customer engagement solutions to large enterprises around the world. There are over 6,500 enterprises using Nuance’s self-service technologies, processing an estimated 14 billion transactions each year. Nuance has over 700 professional services team members who integrate the Company’s customer service solutions deeply within the back-office systems of many of the leading telecommunications and financial institutions around the world, as well as leading healthcare, travel, and government organizations. 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.

For more information about Nuance Customer Service Messaging, please visit [here](#).

#### **About Nuance Communications, Inc.**

Nuance Communications, Inc. (NASDAQ: NUAN) is a pioneer and a 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](http://www.nuance.com).

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