

# Nuance Loop Adds Facebook Messenger to Platform, Enabling Mobile Subscriber Engagement Across Channels

**Loop, Nuance's AI and data analytics platform for mobile carriers, gives operators yet another touchpoint to engage with subscribers**

BARCELONA (MOBILE WORLD CONGRESS) and BURLINGTON, Mass. – February 27, 2018 – At this week's Mobile World Congress, [Nuance Communications, Inc.](#) (NASDAQ: NUAN) announced the integration of Facebook Messenger into Loop, the company's artificial intelligence (AI) and data analytics-powered marketing platform for communications service providers. Mobile carriers can now communicate directly with their subscribers through Facebook Messenger, enabling the app's 1.5 billion users worldwide to top up their accounts, use microcredit, check their balance, receive missed call notifications, and access promotions and voicemail.

Nuance Loop gives communications service providers the ability to reduce churn and increase ARPU by offering personalized, revenue-generating services to their subscribers across mobile advertising, messaging and financial services. Integrated directly into the communications service provider's network, Nuance Loop analyzes offer conversion rates, subscriber profiles, content usage and network activity to accurately create and place offers that are tailored to each subscriber, maximizing the revenue potential for the operator.

Loop's personalized offers are delivered at the right time over the right channel, be it voice, text, web, TV, USSD, apps, or now, Facebook Messenger, allowing subscribers to interact with their carrier without abandoning the channel they're using. Subscribers can now interact with Facebook Messenger via chatbots powered by natural language understanding (NLU), enabling an intuitive exchange in which carriers can answer frequently asked questions, complete transactions and resolve issues. Loop also maintains a history of interactions and transactions to predict their upcoming needs. The introduction of Facebook Messenger to Loop is the first step in introducing social media channels to the platform, with more to come in the future.

"As mobile carriers continue to transform to full-fledged digital service providers, building strong relationships with their subscribers is more important than ever," said Dan Faulkner, senior vice president and general manager of communications service providers at Nuance. "Loop enables carrier to automatically place relevant offers in front of their subscribers in their moments of need, which goes a long way in helping them create meaningful connections and relationships with the subscriber."

[Shortlisted for a 2018 GLOMO Award](#), the Loop platform has generated nearly two billion transactions per month on communications service providers' networks across the world. It is currently deployed across North America, South and Central America, APAC and EMEA, generating hundreds of millions of dollars a year in incremental, high-margin revenue for its operators and supporting more than 700 million subscribers daily.

For more information, visit [Loop on Nuance.com](#). Press and analysts interested meeting with Nuance at Mobile World Congress and seeing a demo of the new Facebook Messenger capability should contact Kate Hickman at [kathryn.hickman@nuance.com](mailto:kathryn.hickman@nuance.com) or Vanessa Richter at [vanessa.richter@nuance.com](mailto:vanessa.richter@nuance.com).

## About Nuance Communications, Inc.

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

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#### Contact Information

For US Press

Kate Hickman

Nuance Communications, Inc.

Tel: 781-565-4627

Email: [kathryn.hickman@nuance.com](mailto:kathryn.hickman@nuance.com)

For EMEA Press

Vanessa Richter

Nuance Communications, Inc.

Tel: +32 9 239 8031

Email: [vanessa.richter@nuance.com](mailto:vanessa.richter@nuance.com)

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