



eBook
Virtual assistant and live chat

The ROI of digital customer engagement

8 examples of companies winning big with virtual assistants and live chat.



Deliver exceptional results with intelligent digital engagement

Consumer preferences for service have evolved—customers now routinely use digital channels to complete tasks that once kept phone agents busy. With growing options to assist customers, it has become more challenging for organizations to find a well-balanced customer experience that helps consumers find answers fast, allows for human assistance when needed and delivers operational efficiency.

Digital engagement channels, whether through self-service options like a virtual assistant or through the one-on-one personal attention of live chat, give customers the personalized, immediate assistance they want.

On their own, they deliver fast, contextual assistance while cutting the cost-to-serve and taking strain off the contact center. But,

the best experiences—the most satisfying, personalized and efficient ones—are delivered through a combination of self-service and human-assistance. That's why forward-thinking organizations are increasingly opting for an integrated strategy, where live chat and virtual assistants work together seamlessly.

In this guide, we highlight eight real-world implementations that are helping their organizations streamline operations, improve agent productivity, increase customer engagement and boost sales revenue. If you're considering adopting live chat or a virtual assistant, read these case studies to see the benefits you could reap—and why the technologies work better together.



Telco delivers seamless customer experience



A leading telco found they were missing key sales opportunities when live chat agents weren't available due to high chat volume. They wanted to improve availability in digital service channels without increasing contact center costs.

Since they were an existing live chat customer, this was a great opportunity to add a virtual assistant to deliver 24/7 assistance. Using our virtual assistant, commonly asked questions are now answered quickly and easily, while more complex issues are seamlessly and intelligently routed to a live chat agent with the right skill set.

40%

of virtual assistant-initiated chats deflect additional conversations with chat agents



Large bank increases online conversions



One of the largest US retail banks wanted to let customers manage their finances more effectively using digital customer engagement channels. The bank partnered with us to implement live chat for each line of business, and then optimize targeting rules for more focused audiences, such as educational financing for millennials.

30^K

chat interactions within the first quarter of 2017 alone

46%

boost in incremental sales revenue with live chat

14%

conversion rate from live chat interactions

36%

increase in chat orders for student and home loans



Global airline slashes call volumes



To provide more accurate and personalized information to travelers, we worked with this major airline to develop its own branded, intelligent virtual assistant. By identifying the top questions customers were asking about the airline's products, policies and services, and applying the answers within a Natural Language-powered virtual assistant, customers quickly and easily get answers to questions around booking, baggage, seating and more. Better yet, the virtual assistant is fully integrated with the airline's live chat solution, allowing customers to seamlessly transition to human assistance whenever needed.

80%

first contact resolution rate through the virtual assistant

20%

reduction in calls to the contact center for every 1,000 passengers



Major cruise line lifts revenue



To help reduce the number of contact points needed for online guests to book a cruise or resolve an issue, this popular cruise line deployed our live chat solution. By adding live chat on mobile devices, which accounts for nearly half of the company's online traffic, they delivered easier access to information and faster issue resolution—all with a direct impact on revenue.

87%

CSAT score with
online guest services

\$16M

increase in revenue
attributed to
live chat

30%

higher average order
value from live chat
interactions



Big bank boosts agent efficiency



This global bank experienced an increase in inbound inquires to the contact center as a result of closing some of its brick-and-mortar branches and directing customers to online services instead. To help bridge the gap and lessen the load on the contact center, they deployed our virtual assistant to provide online users with the same level of assistance that they would expect to find in a physical setting—and allow agents to efficiently handle more complex customer inquiries.

40^K

virtual assistant
conversations
per month

80%

of issues resolved
by virtual assistant



Telco sees major gains in first contact resolution



To create a more efficient contact center and seamless customer experience, this major telco integrated our virtual assistant into its live chat solution. Customers can now stay in the same interface even if they're transferred to live chat for additional help. The best part? Agents can see the transcript from the virtual assistant conversation and pick up the conversation exactly where it left off.

70%

of customer care calls are deflected by virtual assistant

87%

first contact resolution rate for sales

80%

first contact resolution rate for customer care



Global shipping and delivery companies deliver always-on service



Two global shipping and delivery service brands were experiencing a high influx of inquiries to the contact center. Their live agents were spending most of their time answering common questions about order tracking—leaving little time or resources for more complex customer issues.

To lessen the load on their live agents, give customers more control of their service experience and deliver around-the-clock service, both companies deployed our virtual assistant on their global websites. They are now meeting customer demand for fast and efficient 24/7 service, while lowering their cost-to-serve.

75-80%

first contact resolution through virtual assistant

50%

of inquiries are handled without human intervention



Telco boosts resolution rates and CSAT



A major telco combined our virtual assistant with live chat to deliver a truly seamless and personalized customer experience. To reduce the number of live calls into its existing IVR, they implemented a live chat solution across all business units. We then partnered with them to deliver a solution that allows customers to use SMS chat—a continuous, asynchronous messaging option—to seamlessly transition customers from the IVR to live assistance in digital channels.

2x

increase in CSAT
year-over-year
through live chat

30%

increase in chat-
assisted sales

11%

call reduction

79%

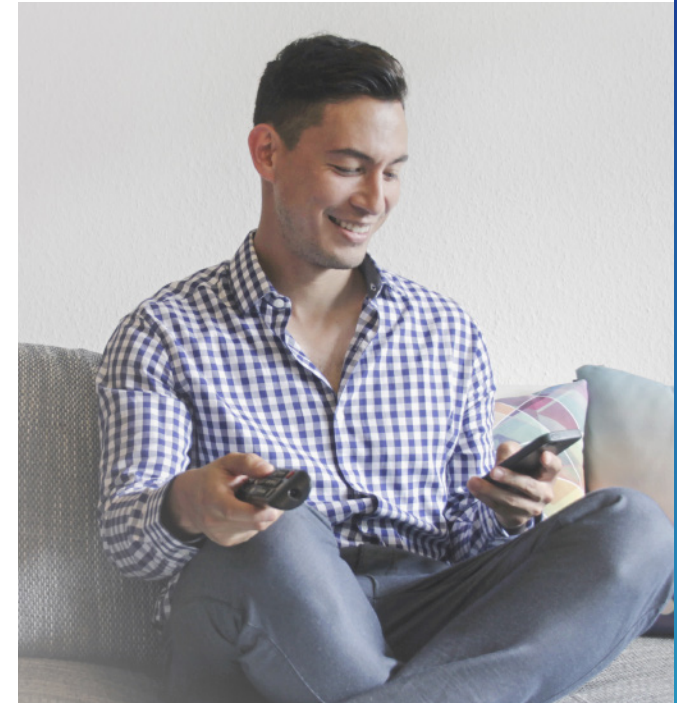
resolution rate
through SMS chat

30%

of total interactions
handled by the
virtual assistant

27%

reduction in
abandonment rate



Meet the Nuance Digital Engagement Platform



Intelligent automation has become a mainstay for great customer service – allowing companies to more easily scale to meet increasing customer demands. Integration of live chat and virtual assistants with a solid, shared and constantly improving knowledge base is at the core of offering seamless interactions that increase customer satisfaction and conversion rates.

The Nuance Digital Engagement Platform enables organizations like yours to deliver exceptional customer experiences across all your digital engagement channels. Connect the dots for your customers by integrating automated and human-assisted conversations happening on the web and in messaging apps like Apple Business Chat and Facebook Messenger, via SMS or inside your own apps.

Our **virtual assistant solution** helps you deliver consistent, intelligent customer service across your digital channels. With built-in Natural Language Understanding technology and analytics, it learns

over time, continuously improving to answer complex queries and seamlessly transition customers to your human agents.

Our **live chat solution** helps you deliver targeted, intelligent agent-led support to your customers, with seamless integration that allows customers to move easily between automated engagement and live assistance. It includes intelligent queuing, skills-based routing and contextual transfer, to ensure you're delivering a consistent, connected experience.

Our **Professional Services and Business Consulting teams** build upon decades of practical AI experience to analyze each customer's needs and industry, enterprise, and business objectives and to create strategies and deploy solutions that meet the ever-changing demands of their customers. Capabilities offered span all phases of the customer life cycle from initial planning, to deployment and delivery, to on-going support and optimization services.



Ready to learn more?

Visit our [Digital Engagement Platform infohub](#).

See why Forrester Research ranks Nuance #1 in chatbots/virtual assistants for enterprise customer service. [Get the report](#).

Find out why Opus Research rates Nuance as a top performer for intelligent assistant and chatbot vendors. [Get the report](#).

LEARN MORE

Contact your Nuance representative or email cxexperts@nuance.com.



About Nuance Communications, Inc.

[Nuance Communications](#) (Nuance) is a technology pioneer with market leadership in conversational AI and ambient intelligence. A full-service partner trusted by 77 percent of U.S. hospitals and 85 percent of the Fortune 100 companies worldwide, Nuance creates intuitive solutions that amplify people's ability to help others.

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