NUANCE

How to master messaging

9 stories from companies that are embracing messaging—and delivering real business value.

Messaging matters

For some organizations, it can be difficult to see the difference messaging could make to their customer experience, and even harder to predict the impact it could have on their bottom line. And with so many messaging channels in play, it can even be tough just to know where to start.

But the companies leading the way understand the value messaging brings to their customer engagement strategies. They see the effect it has on customer satisfaction, as well as their agents' satisfaction. They see how it can help with connecting touchpoints and moving conversations seamlessly between channels without losing the context. They see the ROI.

In this guide, we've brought together stories from leading brands that are using a variety of messaging channels to deliver tangible business results. They're combining virtual assistants and live agents to route every interaction down the fastest path to resolution. They're reducing customer effort, delivering amazing experiences—and unlocking the ROI of their digital engagements.

So what are you waiting for? Dive in, and get inspired!

Get started... with branded apps

Your brand app is an ideal place to get started with messaging—it's likely the first place your existing customers will look for ways to contact you.

Adding a branded messaging experience to your app means you can easily authenticate customers and provide them with relevant personal information in a secure environment.

Plus, it offers you a wide range of additional benefits—including the ability to asynchronously message with your customers, allowing them to engage on their terms, and enabling agents to proactively follow up on previous interactions.
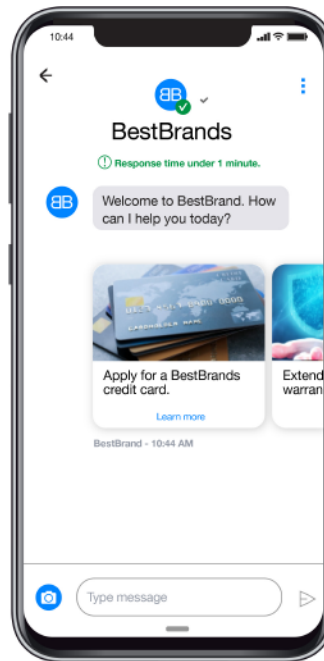
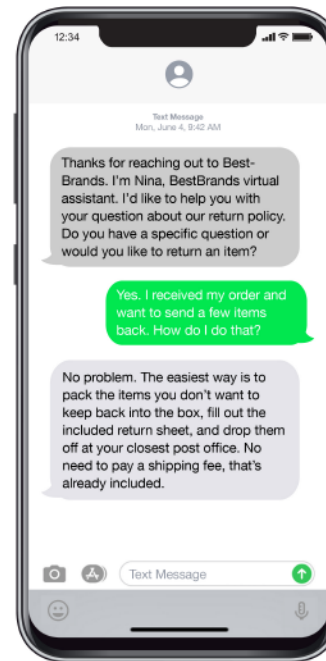# The many channels of messaging (and growing...)
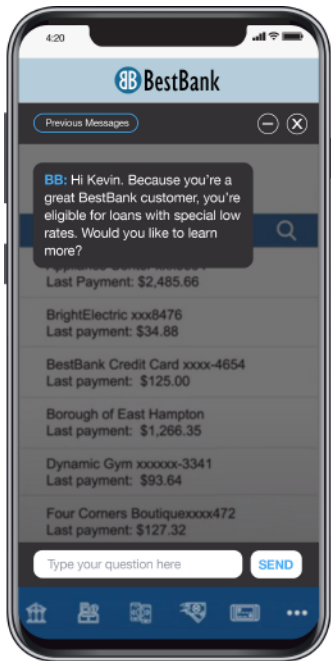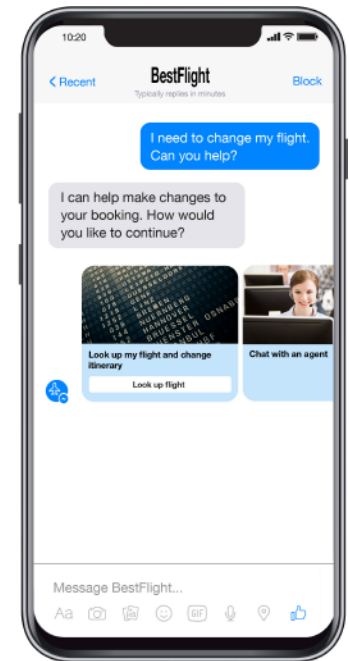
App	Apple Business Chat	Google Business Messages	SMS	Facebook Messenger

UK utility offers better experiences—and reduces cost to serve

As part of a major drive to reinvent its customer experience, this multinational energy and services company is using Nuance Customer Service Messaging to allow its customers to engage in new ways. Now, agents can handle all kinds of customer service issues within their branded app. And what's more, asynchronous conversations have enhanced the customer experience while lowering the cost per contact compared to real-time engagements.

6%

higher CSAT for asynchronous vs. real-time conversations immediately after launch

>2x

agent utilization with asynchronous capability—from 2.2 chats to 5 concurrent chats per agent

Global financial services company delivers effortless customer experiences

This major US financial institution is leading the way for consumer banking interactions by meeting its customers in their channel of choice and responding with agility. With Nuance Customer Service Messaging in its branded app, the company uses a virtual assistant (VA) to understand customer intent and route the inquiry to the live chat agent best suited for the engagement. This doesn't just help resolve customer issues faster—it also dramatically improves the agent experience due to asynchronous conversation capabilities which enable proactive follow-ups.

84%+

intent recognition of the VA leading to accurate agent routing the first time

Major insurance brand gives customers more control

We worked with a leading insurer to make it simpler for its customers to access general information and get answers to claim questions. With Nuance Customer Service Messaging deployed within its app, the company's VA and live chat agents can also proactively assist customers in the buying process, jumping in to help if a customer is having problems completing the pre-sales questionnaire.

29%

higher NPS in-app vs. mobile website

8%

higher CSAT in-app vs. mobile website

Delight iPhone users... with Apple Business Chat

Apple Business Chat is a great way to bring next-gen messaging capabilities into your engagements with customers who use Apple devices.

It's integrated into their phone's Spotlight search, calendar, maps, and Siri services, as well as Apple Pay and built-in biometric authentication (along with other integrated authentication options, for complete peace of mind).

And you can add personalized experiences, deliver more interactive digital engagements, and even use augmented reality to wow your customers.

Plus, by using Apple Business Chat Suggest, you can proactively show your customers an alternative way to contact you—helping you reduce your call volume and deliver smarter experiences on messaging.
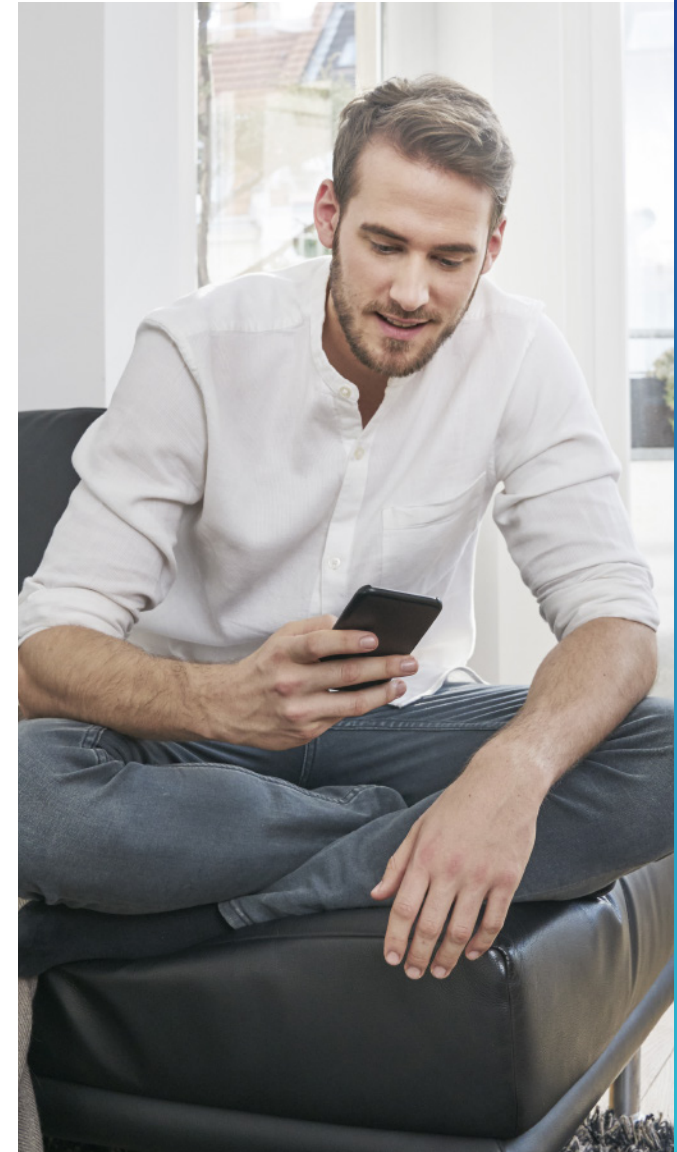
Major telco delights—and converts—more customers

This US telco is adept at using messaging channels—including SMS, mobile app, and Apple Business Chat—to offer its customers truly seamless experiences across all aspects of mobility sales and service. With Apple Business Chat added to its messaging mix, the telco can meet fully authenticated customers in their channel of choice and on their preferred device. With over one million conversations per month across its messaging channels, customers can engage with the telco however they want—pausing and continuing the conversation whenever they need to.

15%
increase in CSAT since adding messaging channels

37%
higher conversion rate

40%
of all conversations in messaging channels come from Apple Business Chat

Leading US telco helps customers discover a seamless messaging experience

An early adopter of Apple Business Chat, this major telco wanted to help its mobile customers take advantage of the efficient, seamless customer service experience in Apple Messages. By adding Apple Business Chat Suggest, the telco has seen a surge in customers using the messaging channel. It also achieved significantly higher CSAT scores with customers using the asynchronous capabilities on Apple Business Chat compared to customers using real-time live chat on the mobile website.

44%+
increase in interactions in Apple Business Chat due to exposure from Chat Suggest

93.5%
of surveyed users say they'd message the company again

Reach everyone... with SMS

SMS is native on all your customers' phones, so it's ideal for reaching as many people as possible.

It's a great way to deflect inbound calls from your IVR by inviting customers who've already called to continue the conversation by SMS.

It's also one of the best ways to send outbound notifications, like appointment or payment reminders (some studies put SMS open rates at 98%, compared to 20% for email[1]) and then continue in the same channel as two-way conversation.

1 https://www.gartner.com/en/marketing/insights/articles/tap-into-the-marketing-power-of-sms
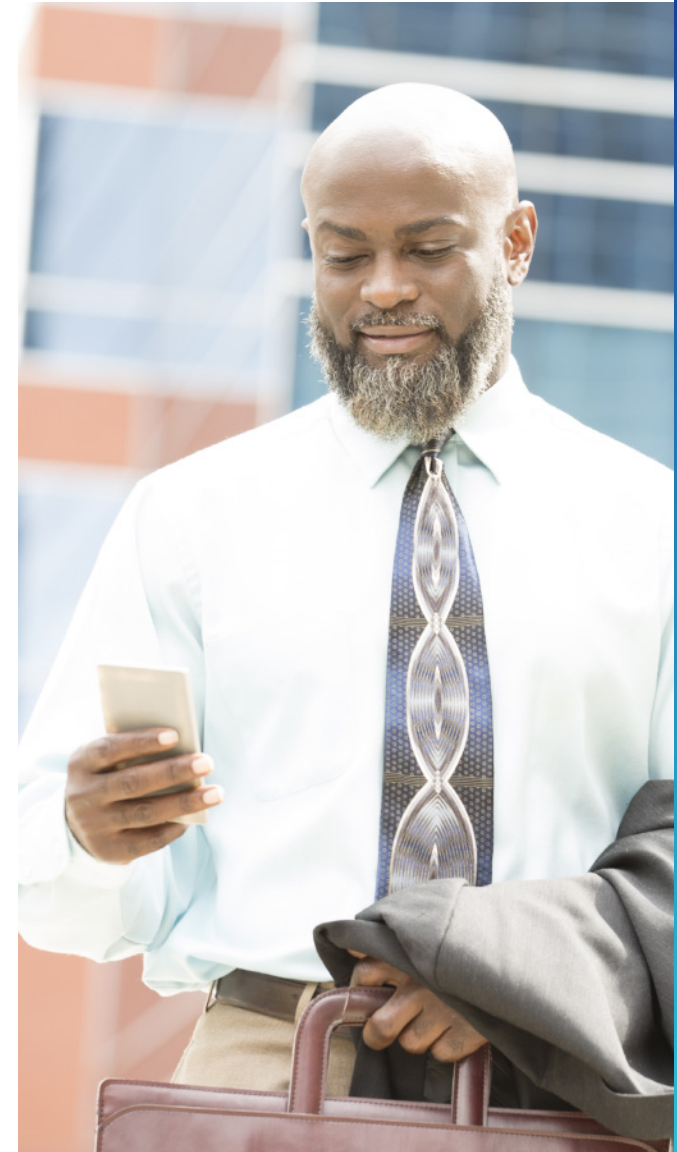
US City Government offers fast, simple access to information and services

This city government is raising the bar for customer service by giving the public a quick way to find the information they need. City residents can send an SMS to get a fast response from live agents on everything from benefits and support to noise complaints and parking issues. Even better, with Nuance Customer Service Messaging, when people pick up their conversations at a later time, they're routed to the same agent, leading to much higher CSAT scores.

65%

of continuation engagements re-connected to previous agent leading to higher CSAT

Major transportation company takes a proactive approach to service

We worked with this US transportation provider to add an SMS channel to its inbound and outbound customer communications. The company's virtual assistant and live agents can now handle transport service inquiries through SMS, and the company can also send customers proactive notifications about travel schedule changes. And for a seamless messaging experience, customers can respond to these notifications by continuing a two-way conversation in the SMS channel.

98% virtual assistant intent recognition rate
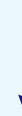
of those recognized

64%

of conversations answered by the VA immediately

and

26%

of customers routed to the right chat agent the first time

Extend your social presence… with Facebook Messenger

When visitors to your Facebook page have questions, the first place they'll turn to is Facebook's own private messaging extension.

By adding Facebook Messenger to your engagement channels, you can let customers interact through a secure channel they trust and use every day.

You can even enhance and personalize customer service experiences with Messenger's support for rich multimedia content. And you can use Messenger as part of your social media marketing strategy too.

Insurance company grows brand awareness with integrated Facebook campaign

This Australian insurance firm increased awareness of environmental issues—and its brand—with an integrated marketing campaign. Facebook users could interact with a playful chatbot through Messenger. The chatbot was a huge success, generating 500 conversations in the first week and 20% growth in user numbers each week throughout the three-month campaign.

65%

of users interacted more than once a week

92%

shared the bot with their Facebook friends

90%

clicked through to the campaign microsite

Major airline gives customers instant answers

This Australian airline uses its Nuance virtual assistant (VA) to answer routine questions across its website and through Facebook Messenger, freeing up live agents to deal with more complex customer issues. The VA can resolve most customer inquiries within the chat session—everything from answering booking and itinerary queries to processing refunds and updating contact details. During the disruption caused by volcanic activity in 2019, when inbound traffic quadrupled, the VA assisted several thousand customers and resolved almost three-quarters of the issues instantly.

0 minutes

reduced response time from up to17 hours to (in some cases) 0 minutes

93%

of queries resolved immediately, reducing the need to call in

NUANCE

Messaging done right

Connect with your customers on their terms, anytime and everywhere.

Nuance Customer Service Messaging enables you to expand your digital customer engagement with new messaging channels. That means you can connect with your customers where they spend their time and resolve their questions wherever they are—and you can do it all in the fastest, most efficient, and most cost-effective way possible.

With Nuance you can:

— **Reach every customer**
Enhance satisfaction and loyalty by giving all your customers more choice and control.

— **Provide effortless engagements**
Simplify interactions, with friction-free engagements on channels customers know and trust.

— **Deliver a powerful brand experience**
Deliver the same experience on all channels to build stronger connections with your customers.

Learn more

If you want to give your customers simpler, faster, and more enjoyable ways to connect with your business (while lowering your contact center costs), we should talk. Get in touch at 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.