

More engagement, more uplift: omni-channel opportunity in retail.

Nuance AI-powered Intelligent Engagement Platform delivers superior returns at lower cost.

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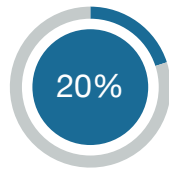
Humans and AI work hand in hand for an improved retail experience

Retailers face challenges on many fronts: from keeping up with customers' digital expectations to managing the cost of delivering a seamless, Amazon-like experience.

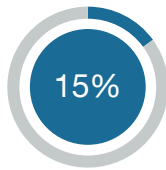
In a sector that must meet the growing service expectations of potentially millions of prospective and current customers over an increasing array of channels, it simply isn't possible for humans to do everything.



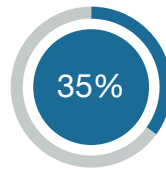
But the combination of human and artificial intelligence is proving to be an extremely powerful one. Retailers that have deployed the AI-powered Nuance Intelligent Engagement platform are seeing benefits including:



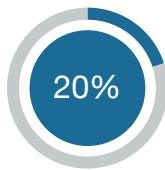
sales conversion uplift



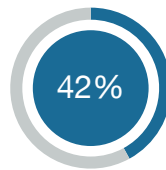
increase in average order value



increase in self-service order usage



decrease in average call-handling time (AHT)

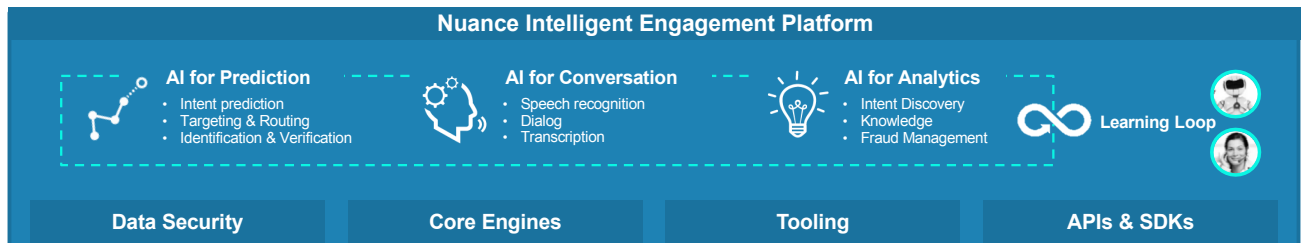


increase in up-sell and cross-sell

“AI represents a huge opportunity for retailers that could boost profitability rates by 59% in the wholesale and retail industries by 2035.”

Business Insider Intelligence¹

How the Nuance Intelligent Engagement Platform works



With AI-powered functionality for digital, voice, outbound, security and analytics, the Nuance platform supports two key retail objectives:

Customer acquisition

Market-leading brands have used the Nuance platform to improve online conversion rates and increase sales.

“Having the chat agents available to answer questions for customers made the difference between whether they were going to proceed with their order or not.” – Joe Crowley, VP Marketing, Total Gym Fitness

Customer care

Retail brands that use the Nuance platform have increased customer satisfaction and reduced operating costs.

“The Nuance approach aligns well with our objective [of] maximizing efficiency in order to provide our customers with the very best support and experiences online.” – Jeremy Fennell, e-Commerce Director, Dixons Carphone

Intelligent experiences throughout the shopper journey

With the Nuance Intelligent Engagement Platform, you can provide an intelligent, conversational experience for your shoppers at every step of their journey – so you see superior returns at every stage.

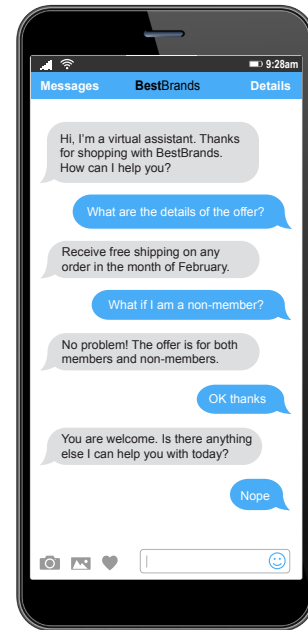


Here's how it works...

Target

Target

Encourage consumers to interact with your brand via digital channels, using Nuance virtual assistant technology to instantly respond to queries.



Convert

Convert

Convert enquiries to sales and signups, using an intelligent virtual assistant to guide shoppers through the process, and seamlessly switching from virtual to live agents to answer any non-standard queries

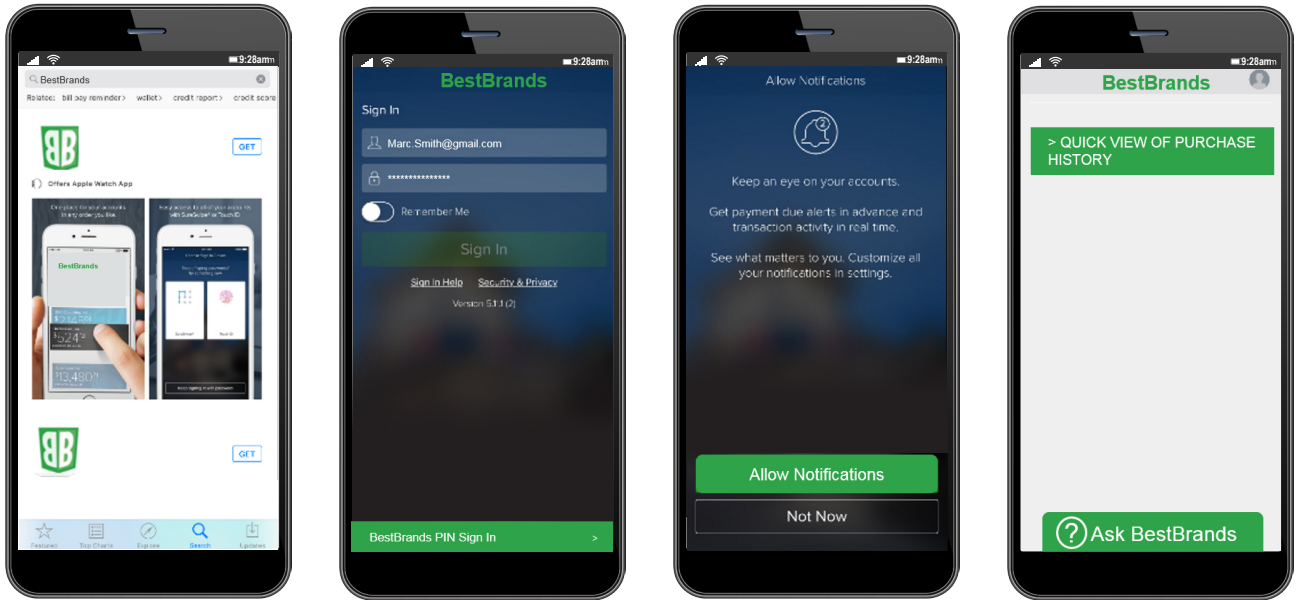
The screenshot shows the BestBrands website interface. At the top, there is a navigation bar with links for 'Shop BestBrands', 'Special Offers', 'Support', 'My Account', and 'Cart'. Below this is a 'Special Offers' section featuring a 'DEAL OF THE DAY' badge and a countdown timer for 'TODAY'S DEAL ENDS IN: 07:57:48'. A 'SIGN UP' form is also visible. On the right side, a chat window is open, displaying the following conversation:

- BestBrand:** Welcome! I see that you are interested in our BestBrands Special Offer. How can I help you?
- You:** Does your offer include sales items as well?
- BestBrand:** Yes, our offer includes everything available online at www.bestbrands.com
- You:** OK I'd like to order a pair of shoes.
- BestBrand:** Great! I'll transfer you to an BestBrands specialist.



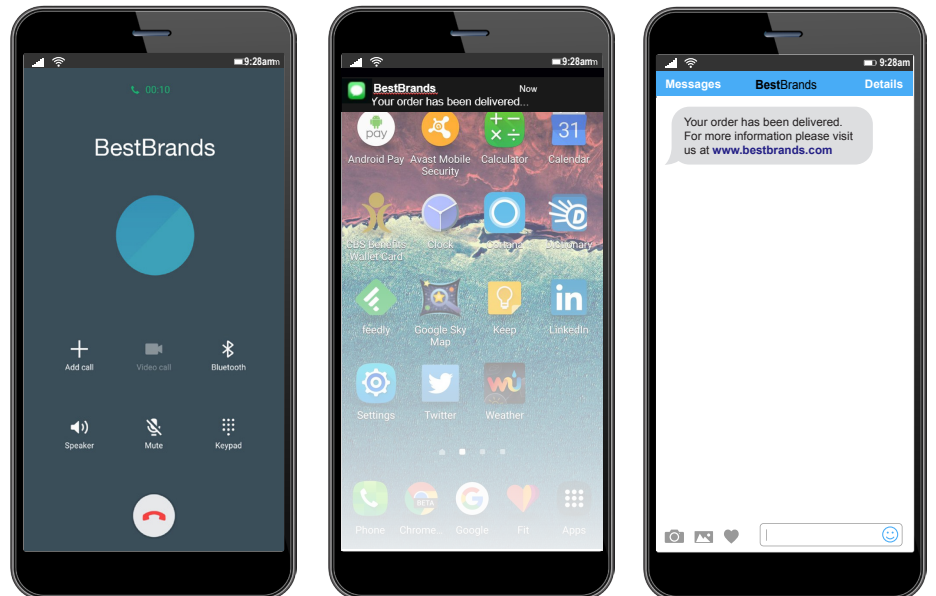
Onboard

Onboard new customers to your app, and use virtual assistants and live chat to answer queries through the app – so your customers can get assistance on the go.



Deliver

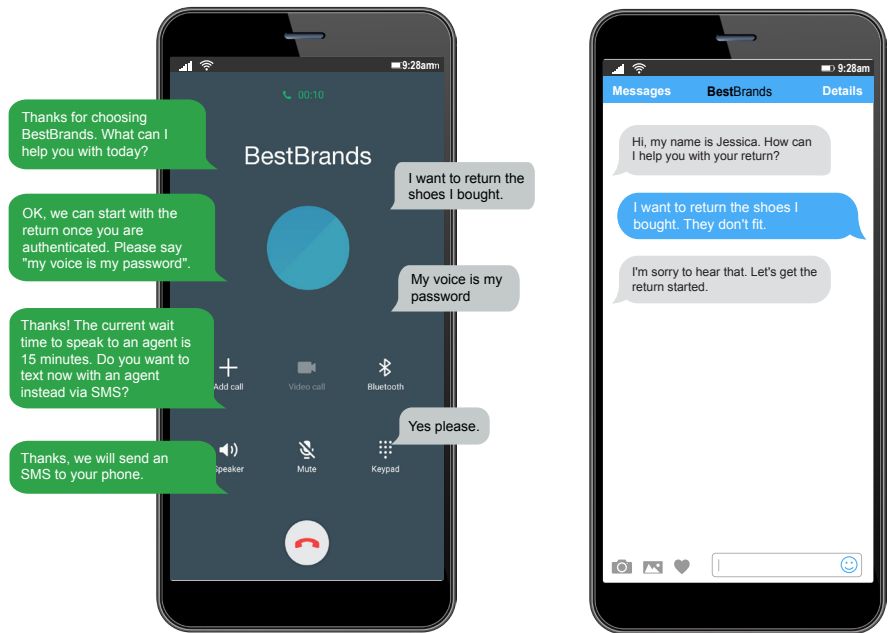
Use proactive notifications through a call or messaging to let customers know their order has been delivered.



Support

Support

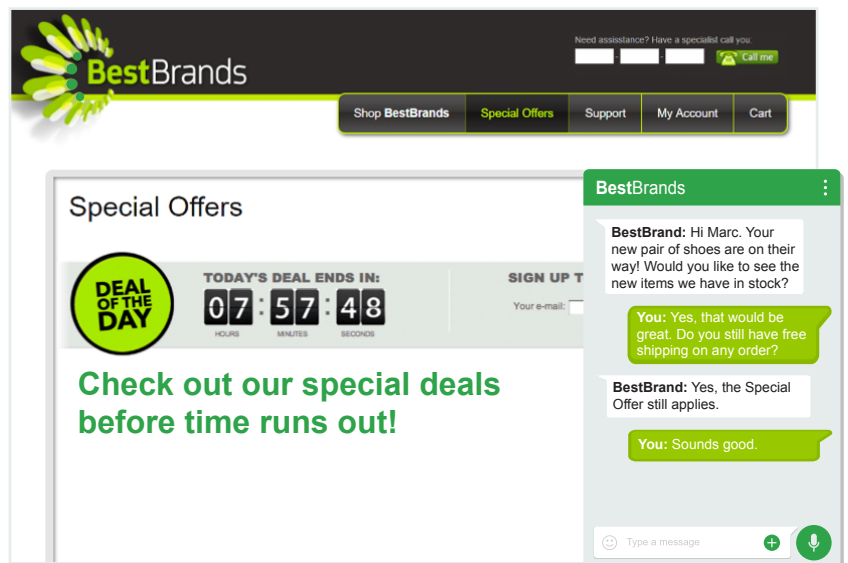
Automate response to support calls with Nuance Conversational IVR – featuring market-leading voice biometrics for easy, secure authentication.



Retain

Retain

Cross-sell and upsell relevant products – and impress customers with your attentive service – by actively suggesting further purchases via intelligent virtual assistant or agent live chat.



Why Nuance?

Blended experience: Nuance Intelligent Engagement lets you design a customer experience once and easily adjust that design for any channel – across IVR, web, mobile, messaging and IoT, with context enabling adaptation as required.

AI innovation

Nuance is a recognised leader in speech recognition, voice biometrics and intelligent assistance – all driven by our continuous and pioneering investment in AI.

Continuous feedback loop

AI learns from agents and agents learn from AI, enabling continuous improvement and increasing intelligence.

Open platform

Integrate with external systems and capabilities to create truly intelligent, assistive and transactional experiences for your customers.

Large installed base

Nuance technologies process more than 16 billion digital engagement interactions each year for customers across every sector of industry.

Your next steps

You can find out more about the Nuance Intelligent Engagement Platform at <https://www.nuance.com/en-gb/omni-channel-customer-engagement.html>, or get in touch with us directly at +44 (0) 1628 491600 or CXexpertsEMEA@nuance.com.

“Since adopting the Nuance platform, we’re already seeing positive results across all our markets. We’re now looking to introduce services to even more customers around the world.”

Major global retailer

“We treat the virtual assistant just like an agent. We train it, manage its performance, and it works as one of the team. We’re starting to see a lot of value from that.”

Large UK retailer



About Nuance Communications, Inc.

Nuance Enterprise is reinventing the relationship between enterprises and consumers through customer engagement solutions powered by artificial intelligence. We aim to be the market leading provider of intelligent self- and assisted-service solutions delivered to large enterprises around the world. These solutions are differentiated by speech, voice biometrics, virtual assistant, web chat and cognitive technologies; enabling cross-channel customer service for IVR, mobile and web, Inbound and Outbound; and magnified by the design and development skill of a global professional services team. We serve Fortune 2500 companies across the globe with a mix of direct and channel partner selling models.