Nuance – Enabling and Delighting Mobile Consumers

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Consumers Prefer Mobile vs. Wired

- Prefer ‘mobile & personalized’ vs. ‘wired & shared’ means of communications
- 32% of U.S. households will have wireless-only services by 2012  
  Source: Morgan Stanley analyst Simon Flannery
- 70% of calls to US call centers from mobile phones  
  Source: Celent, 2007
- 17 million households will use mobile banking (30% of households) by 2010  
  Source: Celent, 2007
- Over 60% used their mobile to call customer care from home  
  Source: Yankee Study in 2008
- Mobile networks and handsets are technically advanced and are transforming user behavior

Need to explore the potential and challenges of the mobile channel for enterprises and carriers to serve consumers
Nuance achieves results by bringing a variety of innovative technologies to the table

On-Device
Care &
Diagnostics

Predictive
Text
Navigation

On-Device
Voice
Navigation

Natural Language
Automated Interactions

Informed Agent
Interactions

Voice Dictation &
Voicemail-to-Text

…create the right user experience…and deliver business impact
A Revolutionary Mobile Care Solution

On-Device Customer Self-Service
*Enabling Pay bill, check account balance & more*

Relevant & Contextual Promotions
*Delivered directly to the handset*

Enabling Mass Adoption
*Simply dial, requiring no change in customer behavior*
Demo