How Natural Language is Impacting the Enterprise

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Four **Key Macro Trends** in Customer Service

- **Smart device proliferation**
- **Speech & natural conversation**
- **Cross-channel experience**
- **Self-service expectations**
App experiences impact brand perception

72% of consumers surveyed said that they have a more positive view of a company if they have a mobile app.

And they won’t keep it to themselves!

89% will tell others about a positive app experience.

Source: Nuance Consumer Research, December 2011
Why customers like customer service apps

Q: If you use a company's app for your phone for customer service, why do you like using it? (check all that apply)

Source: Nuance Consumer Research, December 2011
Consumers Expect more Self-Service

Gen-Y 82%

24% ‘most’ or ‘all’ of the time

76% find self-service can be more convenient

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Growing Expectations of Self-Service

- **Hyatt**: 35% of guests
- **Tesco**: 1/3 of transactions
- **55% of check-ins**
- **Online**
- **Supermarket**
- **Hotels**
- **Airlines**
- **Parking Garage**
- **ATMs**
Consumers Expect a Conversational Experience

- 77% would like or would prefer to interact with an app via natural language
- 84% of consumers prefer to use an app for routine customer service today
- 79% feel the company is innovative following a good app experience
- 55% consider changing companies after a bad app experience
- Among consumers who have used Siri, that number jumps to 91%

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What's the current rate for a 30 year fixed rate mortgage?

Donna: The most recent published rate for a qualifying 30 year fixed rate mortgage is 4.750%/4.878% APR

OK, how about variable?

Donna: For a variable mortgage, the most recent published rate is 3.5%/3.286% APR

OK. Are there any other options I should look at?

Donna: We also offer 15 year fixed rate mortgages – would you like to hear more about them?

What if customers could do this from any device?

What if they could interact in their most natural and convenient way…speech, type, tap?

What if ALL the data held in your key information systems could be accessed to provide precise answers and useful, compelling conversations?

...this is where customer expectations are heading
The Leader in **Natural Interactions**

- **22 million** dictation, scanning and PDF users
- **400 thousand** clinicians use Nuance to dictate patient notes
- **Speech, text and apps on 6 billion** mobile devices
- **Automating 10 billion** customer interactions annually
- Voice technology in **90 million** automobiles