Partly cloudy with phone, voice, and customer precipitation
extended forecast?

50%

(about the same as flipping a coin)
a few extended forecasts
(tech)
“This ‘telephone’ has too many shortcomings to be seriously considered as a means of communication.”
— A memo at Western Union, 1878

“There is no reason anyone would want a computer in their home.”
— Ken Olson, president, chairman and founder of Digital Equipment Corp. (DEC), 1977

“Laptops will be small enough to slip into a vest pocket.”
— Newsweek, October 24, 1988

“Geolocation Services will be Hottest Technology of 2010.”
— Steve Fisher, Network Solutions, January 2010
50% (about the same as flipping a coin)
98% US adults call toll free numbers
82% use IVR
92% have used speech recognition
32% of consumers frequently contact customer service from a cell phone

60% device-based customer care completion

1M iphone downloads in 3 weeks
you know opportunity exists but…
...it’s not that easy

expense
TCO/ROI
time to market
resources
lack of expertise
competing initiatives
lack of agility
static capacity
stale technology
your competitors are acting now. why?
your competitors are acting now. how?
enterprise clouds

technology + expertise

– lower capex & opex
– secure
– reliable
– fewer resources
– pay as you use
– supports variability
– benefit from shared assets
– rapid delivery & iteration
– technology integration
– expertise
...it’s easier to be inspired

Partly cloudy with phone, voice, and customer precipitation
re-inspired focus on callers

device and mobility
customer lifecycle
proactive care
speech & natural interfaces
security & regulatory compliance
integrated marketing initiatives
cloudy, cloudy, cloudy
the Nuance on demand cloud
mobile care, outbound, inbound

shared platform, components, & management tools
expertly operated
– caller experience monitoring
– 100% uptime
– performance commitments
continuous improvement
nuance technology & leadership
saving companies billions annually

4,000+ deployments

technology and innovation

customer experience best practices

on premise • on device • on demand

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