

Analyze, anticipate, delight. Nuance Prediction Service.

Deliver personalized experiences that answer customer questions before they arise.

Nuance Prediction Service uses artificial intelligence to predict the intent of customer engagement and identify the right next steps faster and without additional clarifying questions.

As the popularity and potential of analytics and artificial intelligence (AI) grows, organizations seek new ways to take advantage of these technologies to deliver more personalized experiences for their customers. And for large organizations fielding billions of customer interactions each year, the ability to anticipate and resolve customer needs in advance offers enormous potential for savings and operating efficiencies.

Predictive solutions utilize advanced machine learning models to create solutions to help determine customer intent and offer the right next step. Typical scenarios include:

- **Intent prediction**
Predict why someone is contacting the organization
- **Predictive routing**
Proactively, and effectively, route someone to the best agent or resource to service their needs
- **Proactive engagement**
Identify customer patterns and trends and proactively contact them in advance via SMS or email

With Nuance Prediction Service, organizations can create hyper-personalized experiences, powered by AI, that continuously learn and improve over time – enabling them to take proactive action that elevates the customer experience and improve business results.

Key Benefits

Hyper-personalized experiences

Customer experiences are elevated to a new level when organizations accurately anticipate why their customers engage. By using AI and machine learning to analyze past interactions, engagement preferences, and cross-channel history; organizations can provide hyper-personalized experiences that delight customers and break the standard cookie-cutter service approach.

Continuous learning and improvement

Nuance Prediction Service is always learning. Data from customer transactions – and all service channels – is constantly monitored to refine the model and raise success rates over time. During each encounter, the Prediction Service makes a calculated projection at the reason for the engagement, records and remembers responses, and updates the model to ensure the best possible experience the next

Key aspects

Machine learning – Prediction capabilities are built with machine learning based models vs. human-generated, rules-based models that are harder to adapt and scale.

Omnichannel – Build it once, and deploy it everywhere is the goal for any organization. Nobody wants siloed channels. With Nuance Prediction Service, the same prediction model designed for someone calling on the phone can also work on the web or mobile app, ensuring maximum ROI.

Hosted and On-Premise support – Deploy the Prediction Service in hosted or on-premise channels for a more powerful and consistent customer experience.

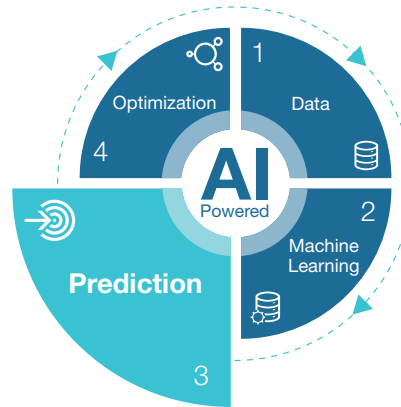
Utilize out of channel data – Combine existing customer data with “out of channel” data such as local offers or related products to create an even more personalized and targeted engagement.

time. With this constant analysis, organizations can “fail fast” by testing new concepts, offers, or menus quickly and determining the best performers.

Improve business results

As prediction and customer experience improves, so do business results. Key performance indicators (KPIs) such as containment rates, routing accuracy, conversion rates, and revenue will improve with each customer engagement. Improve IVR containment by accurately predicting why a customer calls and directing them to the right solution faster within the IVR – without need for a live agent. Streamline digital engagements by predicting why customers contact the virtual assistant and offer personalized responses. Decrease the need for calls altogether by analyzing customer patterns and proactively engaging customers via SMS or email to pre-empt and reduce the need for future engagement. Through predictive capabilities, you will be able to make a calculated determination about the best channel for outbound communication. Plus, with machine learning rather than human-intensive rules-based models, organizations

How it works



will have long term flexibility and scale that drives down costs.

Prediction Service use cases

With the right data, organizations can use predictive capabilities to tackle virtually any use case:

Service acceleration – Recommend the right next step to satisfy a consumer’s need when they engage the IVR or virtual assistant

Call prevention – Eliminate the need for a call by using proactive notification via SMS, email, or a phone call to provide relevant, useful assistance or customized deals

Digital acceleration – Remember past behavior and speed a customer to the right next step

Call deflection – Reduce contact center call volumes, and lower costs, by predicting intent and deflecting callers to digital engagements

Churn reduction – Identify signals that customers may be close to canceling their service and take appropriate action in advance

Revenue generation – Go beyond basic “next viable product” recommendations by predicting future product needs based on customer profiles, usage patterns, or social feeds

Agent assistance – Improve agent satisfaction by predicting customer needs and delivering relevant information to the agent before the call arrives for a better overall experience

Get Started

Learn more about Nuance Prediction Service by contacting your Nuance representative or email cxexperts@nuance.com.



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.