



professional services

from Nuance



The experience speaks for itself™



Nuance Professional Services :: Solution Performance Optimization

Nuance Solution Performance Optimization At-a-Glance

- Nuance has implemented optimization services since 2007 within industries such as telecommunications, banking, shipping, travel and hospitality, utilities, and healthcare
- Our customer list spans the Fortune 100 with names like FedEx, USAA, US Airways and Vonage, delivering enhanced customer experiences and improved operating efficiencies for on-prem and hosted solutions.
- Offered as a one-time engagement, or as part of an on-going program
- On-going programs are more effective, most impactful and typically involve 1 – 3 year commitments, with quarterly cycles of performance measurement, analysis and recommendation development
- Led by a specialized Optimization Project Manager and supported by highly skilled User Interface and Speech Science specialists

Driving On-going Savings through Repeatable Process

Analysis and recommendations for improved user experience and operational efficiencies in your automated contact center applications.

To protect your investment and optimize the value your contact center's automated system can deliver over time, it's important to understand how end users interact with it on a continual basis. All businesses change and evolve, and so too do the behaviors and expectations of end users. If your system does not adapt to reflect those changes, the value it delivers can diminish significantly. A costly mistake made by many organizations is to limit their focus to the initial development of the system, ignoring the need to continually assess the impacts of business, demographic and market changes. This leads to management wondering why application performance degrades as time passes and why it is not delivering the longer term benefits expected by the business case.

Nuance's Solution Performance Optimization methodology helps protect your investment by providing a framework for on-going analysis of application performance and user behavior changes. It delivers a constant stream of recommendations to help achieve your business objectives now, and in the future. Solution Performance Optimization is also a very good fit for organizations with aggressive application performance goals – for example, those customers who need to cut their customer care / contact center costs, but do not have a methodology or the right staff and know-how to identify opportunities and develop and prioritize recommendations to improve.

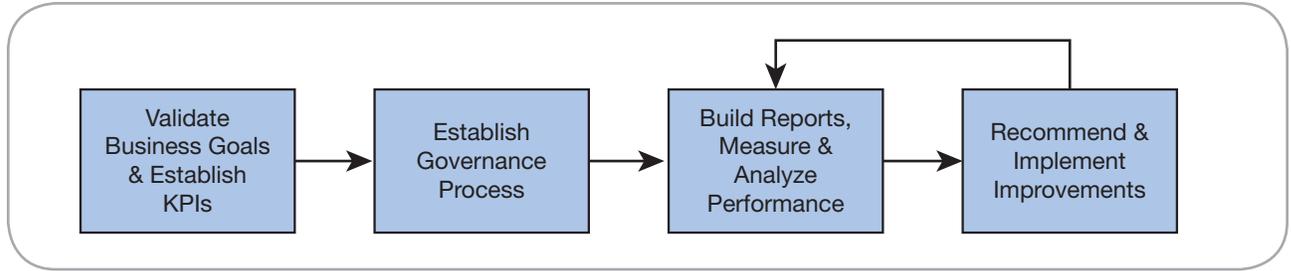
Guiding Principles

Nuance's Solution Performance Optimization methodology is driven by four guiding principles. These ensure that the program focuses on driving improvements to critical business objectives, resulting in collaboration, and regular clear communications to key stakeholders. This leads to analysis and recommendations based on a broader understanding of your customer care environment and the drivers of end-customer behaviors. Further, your involvement throughout the program results in recommendations that are more tailored and readily adopted by your organization.

- 1 Understand business objectives and agree on the right Key Performance Indicators (KPIs) that define success, and align efforts toward them.
- 2 Promote a collaborative, joint team that leverages the strengths and knowledge of both organizations, leading to more effective solutions.
- 3 Focus on the end-to-end caller experience, i.e. the more we know about the entire caller experience the more successful and effective the program will be.
- 4 Understand the factors that influence results such as decisions about the caller experience, business rules and products and services, and use that to drive optimization recommendations.

Process Overview

The Solution Performance Optimization service provides a proven structure to analyze and optimize automated contact center applications.



- Document business goals and objectives for application performance and establish KPIs that will be used to measure the success of the program.
- Create a Governance process to discuss analysis results and recommendations at executive and working team levels – ensuring the skills and knowledge brought by both Nuance and your organization contribute to the process, and that your leadership team is aware of and can influence priorities.
- Conduct application and log file analysis to identify hotspots and complete other activities such as agent focus groups and cross channel investigations to gain a holistic view of what's driving performance and end-customer behavior.
- Build an understanding of the factors driving customer behavior and develop recommendations that target those behaviors.
- Create supporting business cases for each recommendation and prioritize based on projected impact to business objectives and KPIs.
- Implement recommendations and measure and share results; repeat the process if an on-going program is put in place.

Solution Performance Optimization can deliver other important call center benefits outside of higher levels of self-service containment including reduced Agent to Agent transfers and Agent Handle Time. For example, a large US-based Healthcare Insurance Provider saw a 10% increase in Identification and Authentication rates that resulted in a 4% decrease in costly Agent to Agent transfers. The process is flexible, and programs have been implemented that focus on identifying opportunities to improve other important business objectives including customer satisfaction.

about Nuance Communications

Nuance Communications (NASDAQ: NUAN) is a leading provider of voice and language solutions for businesses and consumers around the world. Its technologies, applications and services make the user experience more compelling by transforming the way people interact with information and how they create, share and use documents. Every day, millions of users and thousands of businesses experience Nuance’s proven applications and professional services. For more information, please visit www.nuance.com.

Sample Results

Solution Performance Optimization typically focuses on driving down customer care costs. Sample results include:

Leading Telecommunications Provider

- 5% increase in self-service containment, resulting in \$4M savings over a two year period

Large Retail Bank

- 3.5% increase in self-service containment which translated to over 2M fewer agent transfers annually

Pharmacy Benefit Provider

- 7% increase in self-service containment

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