

Customer experience roadmap

How to create a plan and clear path to
deliver world-class customer experiences.



Customer experience roadmap

How you service your customers plays a significant role in earning their loyalty and driving recurring revenue. Across both self- and assisted-service channels, every interaction presents an opportunity to prove your organization's commitment to delivering an exceptional customer experience. But how can you balance providing engaging, efficient interactions with improved operational efficiency to ensure return on your customer care investments? That's what Nuance's Customer Experience Roadmap engagement is all about.

Delivered by Nuance's Business Consulting and Professional Services teams, this in-depth application strategy and design engagement focuses on taking your customer experience to the next level by enabling more intelligent, engaging interactions across all service channels. Our experts analyze your existing customer service approaches, identify opportunities for increased self-service automation and provide recommendations for enhancing usability, escalation and cross-channel alignment to deliver more efficient and satisfying customer experiences.

Capitalize on self-service opportunities

Knowing why your customers contact you most and providing easy-to-use self-service options can significantly reduce the cost of customer care. Your Nuance consultants will analyze your current applications and provide detailed recommendations about where you should add or enhance self-service automation and where you should simply understand the customer's intent and intelligently escalate to a live agent.

Optimize the customer experience

Enable engaging, effortless customer interactions that encourage the use of self-service for fast, efficient issue resolution or task completion. Your Nuance consultants will examine self-service application design and usability as well as underlying attributes that impact your customers' ability to engage with the self-service channel to fulfill their requests, or when necessary, connect directly with a live agent.

Align with other customer service channels

Deliver a more seamless service experience—no matter which combination of channels customers use to engage with your company. Your Nuance consultants will review your existing channel experiences and integration points and recommend strategies for improving cross-channel synergies and delivering a more unified service experience.

A proven engagement methodology

The Nuance's Customer Experience Roadmap offering follows a consistent, proven methodology based on years of best-practice experience and successful consulting engagements:

Planning and baseline

- Definition, alignment and documentation of engagement objectives

Data gathering and measurement

- Collection of current state performance data for existing customer services approaches
- Definition of business performance objectives
- Observation of customer interactions in and across service channels
- Subject matter expert and key stakeholder interviews

Current state analysis

- Detailed evaluation of current state user experience and customer service metrics
- Benchmarking of performance against internal goals and objectives, industry best practices, and competitive data
- Identification of potential barriers to success

Nuance Transformational Customer Experience Deliverables

Current State Overview and Performance Assessment

- Documented goals, objectives and end-state requirements
- Benchmarking results and identified business issues
- Detailed service performance and experience observations
- Initial opportunity assessment

Recommendations Summary

- Prioritized list of recommendations for transforming the customer experience
- Identified opportunities for enhanced self-service and improved cross-channel alignment
- Infrastructure requirements to support desired end state
- Documentation of key cross-channel integration points with risk assessment

Benefit Model

- High-level analysis of quantitative and qualitative benefits associated with each recommendation

Key Stakeholder Presentation

- Summary of key engagement findings and actionable recommendations
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Recommendations for improvement

- Roadmap development, including prioritized short- and long-term recommendations, phasing approaches and a cost/benefit analysis for each recommendation

Validation and reporting

- Presentation of roadmap and associated deliverables to core team
- Incorporation of feedback from key stakeholders
- Final presentation of validated engagement deliverables

Expertise you can count on

Clients across the globe rely on Nuance's industry-leading Business Consulting and Professional Services teams to help them achieve exceptional results from their customer care initiatives. Our experts bring 20+ years of experience and innovation in speech applications and customer experience to every engagement so you can count on maximum results with minimal risk—no matter what industry you're in. Consider the advantages that set us apart:

- Our consultants stay current with the latest technologies, processes and best practices to help your organization improve operational efficiency and meet/exceed customer expectations
- Our engagements provide actionable guidance that balances customer experiences and cost savings to meet key business objectives
- Our recommendations reflect proven experience, industry best practices and vertical-specific knowledge to drive more engaging and efficient customer interactions
- Our solutions help make optimal use of self-service automation to boost customer satisfaction and deliver bottom-line results

Nuance Customer Experience Roadmap Engagement

Delivered by business consultants specializing in strategy and vision and professional services experts, the roadmap offers insights into best-practices based on experience gained through thousands of successful customer service solution deployments. Your Nuance team will:

- Define clear goals and objectives for transforming your customer care experience
 - Analyze the customer experience you deliver in and across your service channels and your performance relative to industry best practices and key stakeholder expectations
 - Identify opportunities for increasing self-service, optimizing the customer experience and achieving better integration and alignment across service channels
 - Provide actionable recommendations for meeting established goals and objectives along with a detailed cost-benefit analysis and risk assessment
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About Nuance Communications, Inc.

Nuance Communications is reinventing the relationship between people and technology. Through its voice and language offerings, the company is creating a more human conversation with the many systems, devices, electronics, apps and services around us. Every day, millions of people and thousands of businesses experience Nuance through intelligent systems that can listen, understand, learn and adapt to your life and your work. For more information, please visit nuance.com.
