

# Web virtual assistants extend customer service.

Research shows consumers want intelligent, conversational interactions on your Web site.

# Table of contents

- 1 Transform the Web service experience / p3**
- 2 A personal, round-the-clock assistant / p4**
- 3 An effective online brand ambassador / p5**
- 4 What's the magic behind Nina Web? / p6**
- 5 Connect the dots – Customer service channels with a human-like touch / p7**

## Introduction

Is your current Web self-service solution driving customer satisfaction or just driving people away? Recent survey results show that consumers are clearly frustrated when it comes to getting help online.

### Survey says

While many Web sites offer static self-service tools such as search, FAQs or knowledge bases, these options often fall short of expectations. In fact, more than 58% of consumers are unable to resolve their issues on the Web<sup>1</sup> and nearly 50% of consumers ultimately give up and contact a live agent for assistance.<sup>2</sup> Not only do they give up, but over 70% do so after spending over 30 minutes attempting to find a resolution.<sup>3</sup> These experiences can have a negative impact on customer interactions, resulting in reduced sales conversion rates, lower average sales value, downward shifts in brand perception and loyalty and unfavorable word of mouth.

### So what do consumers want?

The vast majority (71%) would prefer to use a virtual assistant on a Web site to help guide them to the answers that they need in a conversational human-like way without requiring a call to a live agent.<sup>4</sup>

## Interactive content

This white paper contains embedded interactive resources like audio, video and Web links. For audio and video samples, please make sure your computer speakers are on and the volume is up.

Look for these icons throughout and click them to launch the content.



Video



Audio



Web site

## #1 Transform the Web service experience

Is your enterprise losing money as consumers abandon your Web site out of frustration and turn to live agents for service and support? The good news is that you can turn this problem into an opportunity to differentiate your company through superior service. How? By transforming the customer experience with Web virtual assistant solutions that provide compelling, human-like interactions while cutting operational costs.

Nuance's Nina™ Web is an intelligent virtual assistant that delivers personalized, effortless online customer service while reducing a company's agent-led interactions by more than 40%. Leveraging Natural Language Understanding (NLU), Nina Web enables consumers to engage with a friendly, knowledgeable online persona using a human-like text-based conversational interface. Nina Web responds quickly, consistently and accurately to customer requests, guiding them to a successful resolution at a fraction of the cost of traditional channels.

# 63%

People surveyed said they would be more likely to use a company's Web site if it offered a more natural conversational interaction for self-service.<sup>5</sup>

# 40%

Reduction in agent assisted service.

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### Interactive content



[Nina Web: The Intelligent Virtual Assistant](#)

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## #2 A personal, round-the-clock assistant

Deploying Nina Web is like hiring a dedicated employee for each and every one of your customers. Providing assistance all day, every day, your Web virtual assistant can serve as a trusted advisor, a personal shopper or a helpful, knowledgeable customer service representative. Nina Web leverages existing Web sites or knowledge-based content to provide the one right answer or guide the customer to complete transactions with the least amount of effort—eliminating the need to navigate Web pages and scroll through long lists of search results.

Nina Web also helps drive revenue for e-commerce, where it has been shown to increase the value of Web orders by 25% and increase conversion rates by 7%. Whether your customers need to research offerings, make a purchase or get pre- or post-sales support, Nina Web can emulate your best marketing, sales and service personnel to provide an easy and engaging experience. You can even integrate your Web virtual assistant with your existing live chat service to enable a seamless handoff to a human agent when required.

Watch the videos below to see how Kaspersky Lab and Windstream Communications are using virtual assistants powered by Nina Web to deliver friendly, efficient online support to customers.

Forrester Research estimates that unnecessary service costs to online retailers due to channel escalation are \$22 million on average each year.<sup>6</sup>

# 25%

Increase in shopping cart value.

# 7%

Increase to shopping cart conversion rate.

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### Interactive content



Kaspersky Lab's  
Web Virtual Assistant



Windstream  
Communications'  
Web Virtual Assistant

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Note: These statistics are from real-world deployments of Nina Web.

<sup>6</sup> Forrester Research, Inc., "Embrace Continuous Improvement to Power Customer Service Operations," by Kate Leggett, November 6, 2013.

### #3 An effective online brand ambassador

Intelligent virtual assistants boost customer satisfaction by providing answers and delivering support more efficiently than traditional online self-service tools. They also cut operational costs by reducing the need for live agent assistance. But the benefits go beyond these. Web virtual assistants can play an important role in shaping brand perception by establishing a relationship with the consumer that static Web pages simply can't achieve.

Recent research shows that consumers attribute human characteristics to Web virtual assistants and have a clear preference for more human-like interactions.<sup>7</sup> Study participants expressed positive inferences to a company's brand after interacting with its virtual assistant.<sup>8</sup> This suggests that a customer's experience with a virtual assistant can impact brand perception and loyalty more profoundly than an interaction with a static Web page.

Watch the video below to see how Coca-Cola's virtual assistant is improving Web customer experience.

#### Survey question:

How does the virtual assistant make you feel about the company?

"Young, **hip** company."

"This company is there to **help**."

"Feels like your concerns are **important**."

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#### Interactive content



Coca-Cola's  
Web Virtual Assistant

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Interaction Experience, Consumer Preferences for Web Virtual Assistants Survey, Oct. 2013.

<sup>7</sup> Interaction Experience, Oct. 2013.

<sup>8</sup> Research Now, Nov. 2013

## #4 What's the magic behind Nina Web?

### **Nina Virtual Assistant Service**

Nuance-hosted technology provides power and intelligence to Nina. Innovative Natural Language Understanding (NLU) technology developed by Nuance captures the intent of conversations to quickly deliver the one right answer to your customers' queries.

### **Nina Web Agent**

Customizable personas reflect your brand identity for a virtual assistant tailored to your unique business requirements. This natural conversational interface understands what your customers need and navigates them to the right place quickly and accurately.

### **Nina IQ Studio**

Automatic learning technology and a robust toolset keep your virtual assistant current. You have full control of your virtual assistant; in-house resources can make changes within minutes. Powerful analytics, including customizable dashboards and dynamic reports, deliver insights within minutes to drive continuous improvement.

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**Interactive content**



Nina Web Virtual Assistants

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## #5 Connect the dots

### Customer service channels with a human-like touch

Nuance's multichannel intelligent virtual assistants deliver a fast, easy and personalized self-service experience. With Nina Mobile, Nina IVR and Nina Web, your customers get a consistent experience across all your self-service channels. A familiar persona will answer the request whether it's typed into a computer, tapped on a screen or spoken into a device or phone. This consistency reinforces your commitment to delivering a quality multichannel service experience for your customers.

Now that you know about Nina Web, meet Nina Mobile and Nina IVR, the complimentary extensions of Nina Web.

### Nina Mobile

Transform your mobile apps with a smart conversational interface. Eliminate the need for users to navigate and tap through multiple menus and screens when using your app. Allow users to complete transactions by saying a single request, like "Pay my credit card." By stating what they'd like to do, Nina Mobile understands content and context to deliver what they need. It's as simple as that.

### Nina IVR

Say goodbye to frustrating menu mazes and misroutes. Deliver a superior phone-based self-service experience by allowing callers to engage in a conversation with your IVR. Callers say what they want in their own words for fast, accurate routing to the right information, service or agent—often in a single step.

Check out the USAA (Nina Mobile) and American Airlines (US Airways) Nina IVR demonstrations below.

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### Interactive content



USAA Mobile  
Virtual Assistant



American Airlines  
(US Airways) IVR  
Experience



Nina Multi-channel  
Virtual Assistant

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## Conclusion

Have great conversations with your customers without uttering a word. Give your customers an easy, effective and familiar way to ask questions and get things done using your Web site. Let us show you how. Contact us at [CustomerExperienceExperts@nuance.com](mailto:CustomerExperienceExperts@nuance.com).



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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](http://nuance.com).

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