



*CUSTOMER RELATIONS
STRATEGY*

we know

they know

*CONTACT CENTER
SOLUTIONS*

**TRANSFORMING THE CUSTOMER EXPERIENCE WITH END-TO-END
CONTACT CENTER AUTOMATION SOLUTIONS**

“Teaming with Nuance means great things for organizations that rely on speech technology to advance their own business objectives and provide exciting new services for their customers.”
– Frank Kern, Senior Vice President, IBM Global Business Services



Automation has undeniably revolutionized customer care over the past few years, especially in high-touch industries such as banking, travel, healthcare, retail and telecommunications. Advanced computer telephony integration (CTI), screen pops and other agent productivity solutions improve a live agent’s ability to quickly resolve a caller’s issue. Allowing customers to more effectively serve themselves has produced tremendous savings in contact centers. And rapidly evolving speech recognition and mobile technologies are making these systems more accurate, capable and cost-effective every day.

Cost reduction is only part of the picture, however. More significant is the unique ability of speech recognition to fundamentally transform and dramatically enhance the entire customer experience by making it possible for customers to interact with self-service systems in a natural, comfortable manner. It is technology that drives cost savings and increased customer satisfaction at the same time.

IBM, a global leader in business transformation and IT services and products, and Nuance Communications, a leading provider of contact center automation solutions for businesses and consumers around the world, have formed an alliance to accelerate innovation in voice technology and deliver advanced speech recognition solutions for enterprises worldwide. The joint initiative draws on the strengths of both companies to deliver end-to-end contact center transformation. IBM and Nuance offer expertise that enables your entire organization to make voice-driven automation an integral part of your service strategy—one that can help differentiate your company and place you far ahead of your competition.

EFFECTIVE CUSTOMER SERVICE IS A KEY ADVANTAGE

With razor-thin margins becoming the name of the game in all industries, attracting and keeping customers is more important today than ever before. Given the limited ability to provide strong price advantages, superior service that makes it easy for customers to do business with you is key to increase satisfaction, repeat purchases and loyalty.

Customers are increasingly savvy and demanding. An unprecedented wealth of information available on the Web and the proliferation of new service channels such as social networking have raised expectations to an unprecedented level. A business that falls short of delivering a seamless, convenient, efficient, high-quality customer experience may soon find its hard-won customers migrating to competitors who respect their time in tangible ways. At the same time, companies everywhere are faced with relentless pressure to reduce costs and do more with less. These pressures have driven the rapid evolution of contact center solutions.

THE FOUNDATION FOR ENHANCED CUSTOMER EXPERIENCE

The initial purpose of contact center automation—reducing the cost of customer service—is a reality of 21st century business. And yet, automating customer service doesn’t have to mean frustrating your caller with an exhausting, robotic sequence of menus. Today’s speech-enabled and multimodal customer experiences will help you save money by reducing agent-to-agent transfer, agent handle time, and caller opt-out, while simultaneously increasing call containment and caller satisfaction. Additionally, more modern, user-centric solutions enable the delivery of a whole new level of automated service not possible with more rudimentary systems. With the right technology in place, tightly integrated with your operations, you have the foundation of true customer experience transformation that gives people a new reason to do business with you. A company that is a pleasure to interact with becomes a provider of choice.



“ We will achieve new benchmarks in design and performance excellence by collaborating with renowned IBM teams, and by serving as the preferred IBM partner for speech solutions in the contact center and in the enterprise.”

– Paul Ricci, Chairman and CEO, Nuance

TECHNOLOGIES FOR TRANSFORMATION

A powerful, natural speech interface is an important factor in a quality, automated customer experience, but only part of the total solution. An effective contact center transformation solution goes beyond voice-enabled systems and addresses the fundamental, underlying business challenges facing customer-care managers.

These challenges are what lie behind the scenes—a host of factors beyond speech recognition drive how effective and seamless that experience is. More importantly, those factors have a significant impact on the cost of customer service—speed, automation and efficiency are key to cost reduction. Callers must be properly identified and authenticated, quickly and easily. Calls that are candidates for automation versus those that require the touch of a human agent must be appropriately identified and designed to make use of the caller's knowledge and address his needs. Further, leveraging caller behavior provides opportunities for cross-channel experience design that ensures all touchpoints drive a quality brand experience.

Nuance excels at providing solutions that not only offer the natural and compelling voice-recognition experience that callers notice, but the highly effective automation and sophistication that delivers extensive business benefits as well. And, to deliver an accelerated return on investment, a contact center solution must be tightly integrated with existing systems and business processes. The contact center must now be a focus of strategic decision-making across the organization, not a tactical outcome of outdated processes. That takes a completely different kind of expertise—expertise that IBM has been providing for decades. The IBM and Nuance joint solutions, such as Automated Caller Experience and Call Concierge, provide automation that reduces contact center operational costs, improves customer satisfaction and enables revenue generation through greater customer engagement.

Transformational and sustainable call center solutions must also account for the rapid pace of technology advancement. New technologies such as voice biometrics and outbound calling that can enable even more personalized service, rich multimedia content and the fusion of channels such as SMS, Web, video and telephony are on the near horizon. IBM and Nuance are committed to giving clients the flexibility and agility they need to incorporate these advanced capabilities as they become available, through open, flexible service-oriented and cloud-based solutions.

IBM AND NUANCE: COMPLEMENTARY STRENGTHS

IBM, ranked in the CRM Leaders Quadrant by Gartner, Inc. for nine consecutive years, has vast experience in strategic business transformation, hosting and services, coupled with a global reach, unmatched industry expertise and decades of experience. These qualities dovetail with those of Nuance which has the world's largest portfolio of dedicated speech solutions, available in more than 50 languages and already deployed around the world. Nuance brings unparalleled depth of experience in speech-enabled customer care, automating more than eight billion calls per year at thousands of installations in more than 40 countries. Together, IBM and Nuance have one of the largest and most experienced customer relationship management (CRM) consulting practices in the world, with over 3,000 dedicated consultants having an average of more than 15 years of experience.

The ability to deliver tightly integrated joint offerings is an important benefit of the IBM and Nuance alliance. By creating tailored solutions that combine the advanced functionality of Nuance applications with proven IBM business software such as WebSphere®, you can integrate voice technology into your organization in a way that delivers unmatched business benefits. Whether your contact center applications are hosted

locally, in a cloud or in a hybrid arrangement, you are assured of investment protection through technology that is not locked up in proprietary, closed systems.

THE IMPORTANCE OF A COMPREHENSIVE ALLIANCE

Delivering on the promise of voice technology—creating a superior customer experience while realizing the benefits of cost savings and efficiency gains—requires much more than the implementation of technology. It requires a combined effort that touches all parts of the business and includes powerful applications with strategy, business process optimization and customized solution design that meets your unique needs. That's where the team of IBM and Nuance stands apart.

FOR MORE INFORMATION

To learn more about how IBM and Nuance can help you transform your contact center and provide a breakthrough customer experience, please contact your IBM or Nuance representative. Visit us at:

ibm.com/solutions/nuance

or

nuance.com/care



© Copyright IBM Corporation 2009

IBM Corporation

1 New Orchard Road
Armonk, NY 10504
U.S.A.

Produced in the United States of America
December 2009
All Rights Reserved

IBM, the IBM logo, ibm.com and WebSphere are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at ibm.com/legal/copytrade.shtml

Other company, product, or service names may be trademarks or service marks of others.

TLB03002-USEN-00



© Nuance Communications, Inc.

All rights reserved.

Nuance and the Nuance logo are trademarks and/or registered trademarks of Nuance Communications, Inc., and/or its subsidiaries in the United States and/or other countries.

All other trademarks are the properties of their respective owners.