NUANCE

Reach and engage customers with Proactive Engagement

Start a conversation with customers across text, voice and email to improve CX, boost revenue, and increase agent efficiency.

With contact volumes and customer expectations rising, it's no longer enough to be reactive. Reaching out proactively to customers at just the right moment can make them feel appreciated, drive sales, boost customer loyalty, reduce churn, and improve the overall customer experience—all the while lowering costs for you.

With Nuance Proactive Engagement, you can send relevant, timely information and notifications to customers—in their channel of choice whether its voice, text or email—and enable them to engage in a two-way conversation in that same channel.

Delight customers, increase revenue, and reduce costs

By initiating conversations through intelligent, proactive, and personalized notifications, you can keep customers informed and engaged. That means a better experience for your customers and lower costs for your contact center.

Relevant, actionable notifications and reminders motivate customers to complete tasks or take actions serve their needs and boost your revenue. Nuance Proactive Engagement also lets you send personalized messages about customized offers, product recommendations, and incentives to drive sales.

When customers do need live assistance, Nuance Proactive Engagement hands over the full context of the conversation, so agents can work more efficiently and support more customers.

Nuance Proactive Engagement gives you new capabilities across a range of key applications:

— **Inform and remind:** Engage customers and encourage them to act by sending important notifications on the right channel, at the right time, with the right response options.

— **Collect:** Increase cure rates and reduce operational costs by allowing customers to engage with the collections process more effectively.

KEY BENEFITS

— Maximize reach and engagement
— Increase contact center efficiency
— Drive revenue
— Reduce call volumes
— Improve customer satisfaction
— Support compliance
— Boost agent efficiency

KEY FEATURES

— Faster deployment with built-in integrations
— Context aware conversations
— Data-driven segmentation and prioritization
— Easy integration and data exchange with other systems
— Dynamic message personalization
— Preconfigured dispatch strategies
— Customizable cross-channel escalation
— Do-Not-Call and other flexible filters
— Real-time performance monitoring
— Comprehensive reporting

— **Message on demand:** Gain reliable critical communication coverage before, during, and after unplanned events, emergency situations, or planned situations with an intuitive, DIY interface.

— **Callbacks:** Eliminate long wait times and handle peaks in volume efficiently by giving callers the option to receive a callback instead of waiting in the queue.

— **Patient engagement:** Improve outcomes and adherence through timely communications, from appointment reminders to wellness checks.

Accelerate deployment and stay in complete control
Nuance Proactive Engagement offers a broad range of out-of-the-box integrations and preconfigured dispatch strategies, so you can deploy fast and start generating value quickly.

Simple integration with other systems allows you to segment and prioritize based on a complete customer view and deliver personalized messages to the right customers at the right time—while maintaining compliance with regulatory mandates.

Customizable, business rules-driven notation and escalation strategies keep you in control. And real-time performance monitoring and comprehensive reporting let you quickly identify how to improve your campaigns.

LEARN MORE
Contact your Nuance representative or email cxexperts@nuance.com.

Opportunities in every industry:

Retail
— Split-shipment notification with acknowledgement by customer or update of shipment options
— Re-targeting SMS notification on abandoned cart with link to complete purchase

Financial services
— Fraud alert with acknowledgment or escalation to agent
— Late payment reminder with option to instantly pay

Travel and hospitality
— Flight change or cancellation with options to reschedule
— Delayed baggage notification with passenger update of delivery address

Telco
— Payment reminder with option to complete payment
— About to exceed data allowance, with option to upgrade plan

Healthcare
— Appointment reminders with interactive reschedule options
— Prescription reminders with re-schedule and/or update pick-up location options

Utilities
— Power or service outage and restoration notifications
— Late or missed payment with option to pay or sign-up for payment plan

Shipping and transportation
— Package delivery status with ability to re-schedule delivery day/time