# Intelligent self-service with Nina™.

Automation that reduces costs while creating effortless experiences.

**"I can help you with that…"**
Meet Nina, the Nuance intelligent, virtual assistant, designed to deliver an intuitive, automated experience for digital channels by engaging customers in natural conversations using voice or text.

**Virtual assistant features**

**Natural conversation**
Our Natural Language Understanding technology utilizes a confidence-based statistical language interpretation model. This enables Nina to understand complex questions and deliver the exact right answer without leaving your customer to choose between options. Nina recognizes the intent of your customer's inquiry with high accuracy, personalizes responses based on context, and troubleshoots using conversational strategies like answering social questions, reacting appropriately during customer frustration and escalating to a live chat agent, if needed.

**Smarter learning**
Train Nina with your business-specific knowledge from the beginning. Machine learning algorithms sort through your existing call or chat transcripts to give your virtual assistant a head start. This reduces the effort and time needed to deploy Nina in your digital channels.

Sophisticated tooling allows Nina to become smarter over time as she continuously optimizes her dialog during every interaction with your customers. In addition, the VA observes conversations that are assisted by a human agent to apply that knowledge during the next conversation.

**Seamless integration**
Our platform balances the benefits of machine learning with human knowledge and skill, allowing trained agents to engage and curate how Nina responds when presented with the occasional unfamiliar request.

This is achieved in two ways. If Nina is not sure which answer is the correct one, she can ask a hidden coach for help, thus minimizing transfers and building trust as the customer continues the conversation with Nina.

If the inquiry requires a human to take over, Nina seamlessly moves the engagement to Live Chat, including the transfer of all important data, ensuring that the user experience is never interrupted.

**Secure multifactor authentication**
NinaID ensures your customers are who they say they are without ever leaving the Virtual Assistant conversation, with secure Multifactor Authentication through Biometrics.

Adding an unmatched level of security and fraud prevention to conversations happening on your website, within messaging apps and even via SMS, allows your customers to be automatically authenticated by saying a simple spoken passphrase or taking a selfie.

**Deliver a voice-enabled experience**
Nuance is enabling a new way for consumers to connect with their bank, airline, telco and retail brands without needing to dial a phone number. Enable your customers to engage with the virtual assistant via text or speech, for example, in the mobile app. Go a step further and deliver a consistent, engaging, and human-like VA experience by integrating Nina with smart speakers like Google Home or Amazon Echo.

**Boost next-call prevention**
To accelerate the bridge between the digital experience and the IVR, Nuance offers an IVR to Digital solution that seamlessly moves consumers from traditional phone channels to digital experiences such as the web, mobile and messaging. As a result, companies can reduce their contact center costs, increase customer satisfaction, and optimize their channel engagement.

**NUANCE**

### Deliver a personalized online experience

Multimedia content enables you to engage your consumers with the right personalized content at the right time. Videos, offers, forms, and other types of content can either be presented as standalone or can be used to enhance and personalize an automated or human-assisted conversation.

### Leverage Nuance Customer Engagement Platform for –

### Business rule targeting

The targeting engine chooses between virtual assistant or live chat agent based on user behavior, profile and page, on a per conversation basis to serve the right digital interaction to the right visitor at the right time.

### Comprehensive back-end reporting capabilities

Analytics from automated and human-assisted engagements are used to measure and optimize your business KPI along the funnel to provide the interaction leading to optimized revenues, costs and user satisfaction.

### Branded experience

Virtual Assistant & live chat integrate into the same elegant, floating, engagement window, so contact and context are never lost. This user experience is personalized to your brand, with the ability to customize the positioning or branding and provide A/B testing without any changes required.

### Channels

Nina offers your customers a consistent experience across web and mobile channels. A familiar voice will answer the request whether it's typed into a computer, tapped on a screen or spoken into a device.

### Desktop browser

Customizable personas reflect your brand's identity for a virtual assistant tailored to your unique business needs. They provide a natural, conversational interface that understands what your customers need and navigates them to the right place quickly and accurately.

### Mobile browser

Nina works with any mobile website to deliver a concierge-like service experience without the need for expensive site redesigns or hassle of additional web pages.

### In-app

Nina amplifies engagements within your mobile app, transforming it into an intelligent self-service tool.

A conversational interface creates effortless consumer interactions that increase self-service containment, improve conversion rates, and encourage ongoing use.

### SMS and messaging apps

Transform messaging into a cost-effective channel for customer service to deflect engagements on more expensive channels. Whether customers are responding to a reminder, starting the dialog with a text to a toll-free number, or connecting with you through a messaging app like Facebook Messenger, the automated conversation is intelligent and natural, creating an experience your consumers will prefer.

### IoT devices

With the growing market of voice-enabled home speakers, it is important for brands to enable virtual assistants on any channel. Nina not only enables you to add a virtual assistant to devices like the Amazon Echo, it also lets you deploy the same virtual assistant to any other digital channel to create a superior experience.

**About Nuance Communications, Inc.**
Nuance Enterprise is reinventing the relationship between enterprises and consumers through customer engagement solutions powered by artificial intelligence. We aim to be the market leading provider of intelligent self- and assisted-service solutions delivered to large enterprises around the world. These solutions are differentiated by speech, voice biometrics, virtual assistant, web chat and cognitive technologies; enabling cross-channel customer service for IVR, mobile and web, Inbound and Outbound; and magnified by the design and development skill of a global professional services team. We serve Fortune 2500 companies across the globe with a mix of direct and channel partner selling models.