

# Communications strategy.

Helping you communicate about your customer engagement initiatives.

Communication – both internal and external – is critical to generating awareness, understanding, and support of a new solution. Your internal teams (e.g. agents, executives, and other employees) need to understand the technology, the value that it delivers to your customers, and the benefits that it affords them as well. From an external perspective, the same holds true for your customers, as well as media and industry influencers, the latter of whom will ultimately be a bullhorn to the broader community and industry at large.



We invest in actively supporting you in your communications efforts, increasing the success rates of initial deployments or at other critical points along your journey. This value-added service is one that only Nuance can provide based on our leadership, expertise, and relationships in our markets. We work collaboratively with other Nuance launch support and project management efforts, aligning with teams and project plans.



The Nuance team can drive workshops or more informal sessions with your teams in order to provide strategic guidance around internal and external communications to help support the success of your project with Nuance. Through specific examples, informed recommendations, and supporting data, our team can help to provide guidance on:

To learn more about our Communications Strategy work, please contact your account manager, or reach out to [nspire@nuance.com](mailto:nspire@nuance.com).

- Messaging
- Key audiences
- Communications vehicles
- Communications team members
- Communications plan outline
- Internal communications
  - Employee and agent communications
    - Messaging, FAQs, benefits statements
    - Examples of training approaches to consider
  - Executive spokesperson preparation
    - Key messages, benefits statements
    - Support from Nuance executive counterpart
- External communications
  - Media & industry influencer relations / broad awareness
    - Press event/press conference
    - Media/industry analyst 1:1 briefings (joint)
    - Media demo recommendations and support
    - Messaging, pitches, and FAQ for media
    - Recommendations for creative media campaigns tied to relevant data/trends
    - Blog posts and suggested social content
    - Strategy and input on supporting video, infographic, surveys
  - Collaborative Marketing Initiatives
    - Case studies, testimonials, Webinars
    - Bylined articles and thought leadership pieces
    - Industry award submissions
    - Speaking engagement proposals



#### **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.