

# Amaze your customers!

Engage them on their terms – with messaging for your contact center.



## No more on-hold frustration



# 90%

of U.S. consumers are wasting a full, 24-hour day “on hold” each year.<sup>1</sup>

Your customers call when they have a question. But if there’s a long hold time, they may decide to **take their business elsewhere.**

# 80%

of consumers say they procrastinate to call customer service because of the time involved.<sup>2</sup>

What if there was a better way to provide the personal service your customers deserve — **quickly, effectively and at a lower cost to your business?**



# 79%

of consumers ages 18-34 prefer to contact companies using channels other than the phone.<sup>3</sup>

# 55%

of consumers prefer to use a form of messaging.<sup>3</sup>

Connect with your customers in their moment of need, in the way that is **most natural and convenient to them.**

# 74%

want to hear back from a company within an hour of when they messaged.<sup>4</sup>

**Deliver quick service using messaging** for your app, SMS, on Facebook Messenger, with Apple Business Chat and others.



## Did you know...

that one customer care agent can **handle between 2-4 or more conversations** at the same time through messaging, compared to only one talking on the phone?

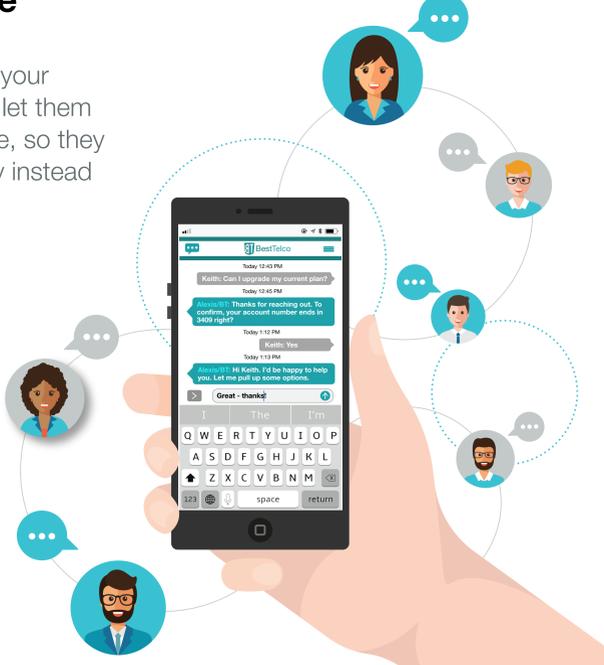
### Immediate service

Messaging enables you to **respond immediately** to your customers’ questions and let them get back to you at any time, so they can continue with their day instead of waiting on hold.

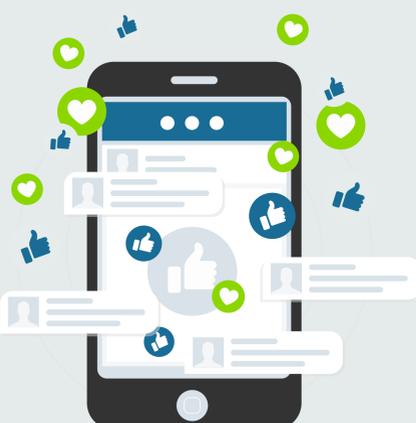
### Hundreds of uses

With messaging you can –

- Send reminders
- Process requests
- Deflect calls
- Up-sell/cross-sell
- And much more



## Increased loyalty and rave reviews



# 73%

of consumers say they are willing to spend more if they love a brand, according to recent research from Lithium and The Harris Poll.<sup>5</sup>

Give your customers time back in their busy day. They just might spend it doing a little **more shopping** with you or **sharing the great experience** they had with your company... **WIN-WIN.**

Engage your customers through messaging – and help your agents become more productive.

## Let Nuance show you how.

**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.

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NUAN-CS-3518-IF-MessagingSurvey, August 2, 2018

**Footnotes**  
Stats 1-4:  
Nuance Communications Inc. (2018, May 14). 2018 Customer Service Messaging trends report.

Stat #5  
McGraw, Eddie. (2017, March 20). Harris Poll Study Commissioned by Lithium Finds Great Customer Experience means More to Consumers than Great Products. Lithium Technologies, LLC.