

# customer care solutions from Nuance

The experience speaks for itself™



## Nuance Mobile Care

### highlights

- Simply dialing presents customer care options to subscribers
- Rich visual user interface and instant response times
- Management and over the air updates to mobile care applications
- Advanced reporting
- Multiple language support
- Available for hosted or on premise deployments
- High availability
- Support for Windows Mobile, Symbian, BREW and other proprietary operating systems

### benefits

- Enables mass adoption through ease of use
- Increased self-service rates and decreased agent costs
- Ability to complete simple and complex self-service tasks
- Preferred customer care experience reduces churn
- Provides operators with flexibility through a secure solution

Today's wireless subscribers are, by definition, mobile and require service anytime, anywhere. With continuously rising costs for customer care, mobile operators are looking to self-service solutions to meet the needs of their customers in a cost efficient manner, while simultaneously offering a compelling user experience.

Existing self-service solutions have struggled with creating a positive customer interaction and have therefore faced serious issues with usage and adoption. WAP & USSD solutions suffer from slow response times and an antiquated user interface. IVR systems have proven successful in creating a natural and easy to use interface, but as an audio only modality suffer from difficulties with navigation and automating more complex interactions. There is a clear need for a new channel of self-service that complements the existing channels and is able to create an appealing and easy to use customer experience.

The mobile handset offers the power of an advanced graphical user interface and the network capabilities to provide quick and seamless interactions. However, any mobile solution must be easy to use as the mass market users still have difficulties with downloading and even finding applications on their phone. Nuance offers a solution: Nuance Mobile Care.

The simplicity of the service drives adoption. When a subscriber dials customer care, Nuance Mobile Care presents the mobile user with a visual self-service application including the options required to complete their request. When invoked, Nuance Mobile Care instantly identifies the customer and allows them to easily complete customer care tasks. Users can make balance inquiries, top up and pay their bills, and even run advanced diagnostics to repair device configuration and settings issues.

Nuance Mobile Care transforms each call to customer care into a compelling, visual self-service experience, enabling subscribers to complete their customer care requests directly on the handset. With this new channel of self-service, operators can leverage the full capabilities of the handset to offer new and innovative applications, empowering the customer and simultaneously decreasing calls to the call center.



### offering a full suite of features

Nuance Mobile Care offers a full suite of features aimed at providing handset based self-service applications for the top subscriber requests and agent call drivers. These features are customizable and create the user experience through standardized workflows and user interface templates. Each feature offers flexibility in text, layout, and control over the types of information displayed. Operators can select from these *standardized features* to create a custom experience for their mobile users. Mobile carriers then configure the type of interactive experience they want their users to have—from a limited set of options (such as checking their account balance) to a more robust set of features (such as changing their plan and personal information). These features can be added and/or updated to any Nuance Mobile Care enabled handsets over the air and in real-time.

### management & analytics

Nuance Mobile Care leverages the power of a proven customer care platform to offer carriers best-of-breed management tools to better serve their customers.

- **Client Command Center** – a single portal offering access to all of your self-service management needs.
- **Advanced Customization & Tools** – the Nuance Mobile Care Manager offers an environment enabling configuration and over the air updates to care applications.
- **Reporting** – create detailed reports on customer usage.

### about Nuance Communications

Nuance is in the business of helping companies better support, communicate with and understand their customers while maintaining operational efficiency goals. Nuance currently supports over 8 billion care interactions around the world. No other company has as much experience as Nuance in understanding how customers interface with a care operation. Our vision is to make every customer interaction a winning experience. For more information about our customer interaction solutions, business consulting and professional services, please visit [www.nuance.com](http://www.nuance.com).

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