

# professional services from Nuance

The experience speaks for itself™



## Nuance Professional Services :: The Delivery System

### Benefits of the Nuance

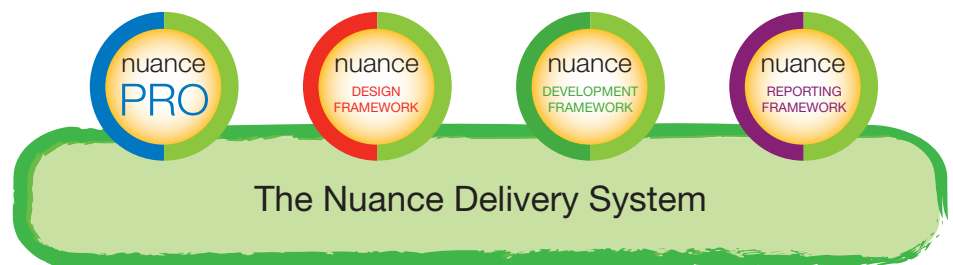
#### Delivery System:

- 20 years of packaged and proven best practices
- Tools and processes optimized for enterprise-level deployment needs
- Provides dependable quality to all phases of the project lifecycle
- Consistent processes and documentation ensure requirements traceability
- Automated processes decrease time spent on development and allow for more time to ensure quality

### Nuance Delivery System

The Nuance Delivery System increases efficiency and quality throughout the entire contact center solution lifecycle, from design and development through deployment and optimization. Leveraging over 20 years of experience with thousands of large-scale deployments, the Nuance Delivery System enables the development of mission-critical applications that reduce total cost of ownership and improve the caller experience.

The Nuance Delivery System is a collection of components including our established process – Nuance PRO – as well as our tools and assets which include our Design, Development, and Reporting Framework. These components work together to ensure quality and increase efficiency throughout the design and development of the contact center solution.



### The Nuance Professional Services Team

- Core competencies in IVR, Speech, CTI, desktop, authentication, and reporting
- Responsible for more than 75% of all VXML deployments in the Americas
- 4,000+ speech-enabled self-service deployments in over 23 languages/dialects
- Trusted advisor to 500+ customers; many companies have remained our customer for over 15 years
- Terabytes of performance data provides unmatched insight into caller preferences
- Largest Professional Services team focused on contact center solutions with over 500 employees worldwide!
  - Our team consists of Consultants, Systems Integrators, User Interface Designers, Speech Scientists, Solution Architects and Application Developers



### Nuance PRO

Nuance PRO is our established, unified process based upon **two decades of practical experience** gained from deploying thousands of contact center

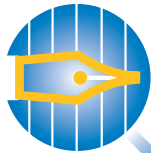
solutions across the world. Combined with our employees' experience and leadership, Nuance PRO ensures consistent quality of our deliverables for creation of customer interaction solutions that exceed our customer's expectations and maximize their investments.

Nuance PRO addresses all stages in the unique solution development lifecycle – from defining and aligning caller, business, and system requirements through testing,

optimizing, and supporting the solution at each stage of its lifecycle. The methodology consists of six phases; each includes a consistent set of deliverables and **checks and balances to ensure quality**.

Nuance employs the largest team of experienced professionals specialized in the customer experience within the contact center space. Nuance provides a continuity of resources throughout your entire project, and functions as a single deployment partner through a full suite of services. Our iterative process ensures the solution is refined based on real-world inputs before it is fully launched to your customer base, minimizing risk of caller dissatisfaction and costly, time-consuming rework.

### Requirements



Identify business, caller, application and system requirements

### Design



Design solution that will engage callers and meet requirements

### Implementation



Develop grammars and code and perform usability studies

### Testing



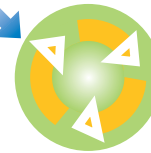
Ensure solution components function according to requirements

### Deployment



Roll out in phases to obtain feedback and validate

### Optimization



Optimize performance and maximize investment



### Nuance Design Framework

Our design framework auto-generates deliverables and creates efficiencies for typically manual processes. It streamlines the definition of call flow design in accordance with best practices, allowing improved time-to-market of your solution and reduces risk.

Nuance Design Framework enables our designers to sketch and share the design with stakeholders, allowing review of the design in prototyping mode before any code is written. This provides designers with the flexibility to fill in details iteratively over time, improving the efficiency of our process and enhancing the quality of the customer interaction.

#### Benefits of Nuance Design Framework

- Optimized Design Process
  - Flexible for UI designers, ideal for sketching early ideas and filling in details iteratively over time
  - Synchronized perspectives and generated documents for all stakeholders
- Effective Review
  - Experience design in prototyping mode before any code is written
  - Multiple, linked perspectives to review design
- Facilitated Best Practices
  - Streamline definition of call flow design in accordance with best practices
  - Automate common tasks with flexibility to override
- Accelerated Development
  - Interface for QA test automation and code generation
  - Standard output specifications can be used for any development environment



### Nuance Development Framework

Nuance Development Framework accelerates the development and testing processes of your contact center solution by automating a great majority of the code, enabling consistency and extending the time period allocated for Quality Assurance.

Nuance Development Framework supports open standards and is complementary with third party tools, protecting your contact center investment and providing flexibility of platform choice. Nuance developed many of the first VXML applications for contact centers around the world and is responsible for more than 75% of all VXML deployments in the Americas. Through this experience we have created exceptional quality applications with the benefit of being highly repeatable and consistent.

#### Benefits of Nuance Development Framework

- Investment Protection
  - Supports open standards
  - Complementary with third party tools
  - Simplifies code maintenance
- Risk Reduction
  - Captures decades of intellectual property
  - No ties to specific platforms or vendors
  - Reduces risks associated with manually processed code development
- Reduced Development Time
  - Provides discipline for all deliverables
  - Repeatable and consistent
  - Less time on development allows us to spend more time ensuring quality by reviewing code and utilizing our Quality Assurance team



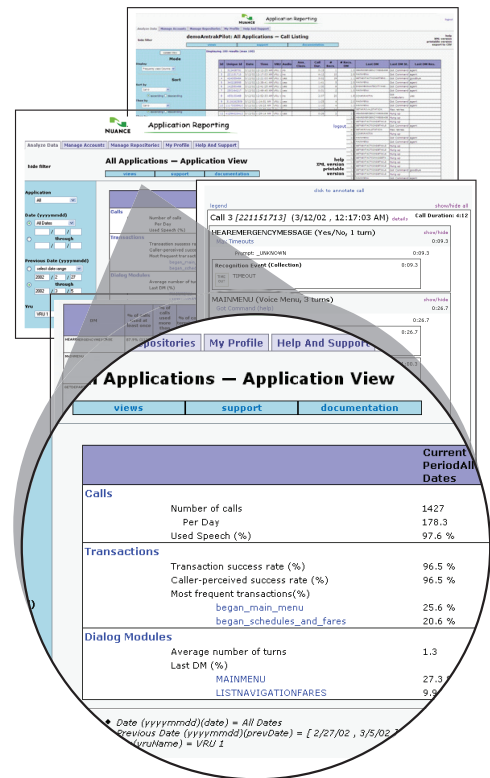
### Nuance Reporting Framework

Nuance Reporting Framework leverages data captured from logging caller activity within contact center applications to generate reports that provide a comprehensive overview of system performance. These reports allow insight into the end-to-end caller experience, helping to streamline decision-making.

Our Reporting Framework includes a high-level summary of trending reports, focusing attention on areas of the caller experience that require tuning; filtered, detailed reporting is also provided to identify actionable UI recommendations. Five additional standard business reports are available to provide the key views that business owners need. These reports measure statistics regarding call volumes, containment rates, transaction success rates, and more; custom reporting is also available based on your business needs.

#### Benefits of Nuance Reporting Framework

- Consolidated Reporting Framework
  - Combines and stores standard Nuance logs from caller interactions, providing secure data access
- Powerful Tuning Views
  - Standard reports and interface that provide UI designers and speech scientists all of the information and access to analyze and optimize speech or touchtone applications
- Optimized Business Views
  - Standard reports that provide insight into application effectiveness, illustrate caller experience and streamline decision-making



#### about Nuance Professional Services

Nuance built the first professional services team specializing in differentiated, end-to-end automated customer interaction solutions. Since 1989, Nuance PS has been providing a full range of services required to design, develop, integrate, deploy and optimize contact center solutions. Our services bring together the latest technologies to deliver IVR (inbound and outbound), speech, call routing, CTI, desktop, and analytics solutions. Nuance’s global team of over 550 members is trained to support all leading hardware platforms and industry standards. Our team has hands-on experience, developing more than 3,000 successful customer interaction solutions across dozens of industries in over 23 languages.

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