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Bring Intelligence to Life™

C3 Conversational Commerce Conference
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SAN FRANCISCO
Presented by opusresearch

Featured Keynote
Nuance & Esurance

George Skaff, VP WW Marketing, Nuance Enterprise
September 13, 2018

@gskaff_nc

AI is a high growth market

Nuance participates broadly in AI domains

$46B

Cognitive & AI systems market expected to grow from $7.9B in 2016 to $46.3B in 2020

IDC

75%

Of enterprise & ISV development will include cognitive/AI or machine learning in at least one application

IDC

$18B

Speech & voice recognition market expected to grow $18.3B by the year 2023

Research and Markets

85%

Of interactions will take place without the assistance of a live agent by 2020

Gartner

Technology and consumer trends work together to drive Digital Transformation

Social
Customers participate, share and co-create their future

Mobile
Customers are online, even when they're "offline"

Data & Analytics
Customers expect you know them Fueling AI, Fed by IoT

Self-Service
We expect access to everything everywhere, all the time

Artificial Intelligence
Automation across conversation, knowledge, optimization, prediction

Cloud
Core enabler of service model Diminishing value of ownership

Security & Privacy
New security options coincide with consumer demand for privacy and enterprise need for cybersecurity

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Nuance is reinventing the relationship between **enterprises** & **consumers**

Continuous analysis, machine learning and optimization

Research	Messaging	Social	Website	IVR	Mobile app	Mobile app	Messaging	IoT

Predicts intent

Personalized offers

Intelligent escalation

Authentication by voice

Personalized assistance

Proactive alerts
Authentication by facial recognition

Outbound confirmations

Up-sell/cross-sell

Target | **Convert** | **Onboard** | **Collect** | **Support** | **Retain**
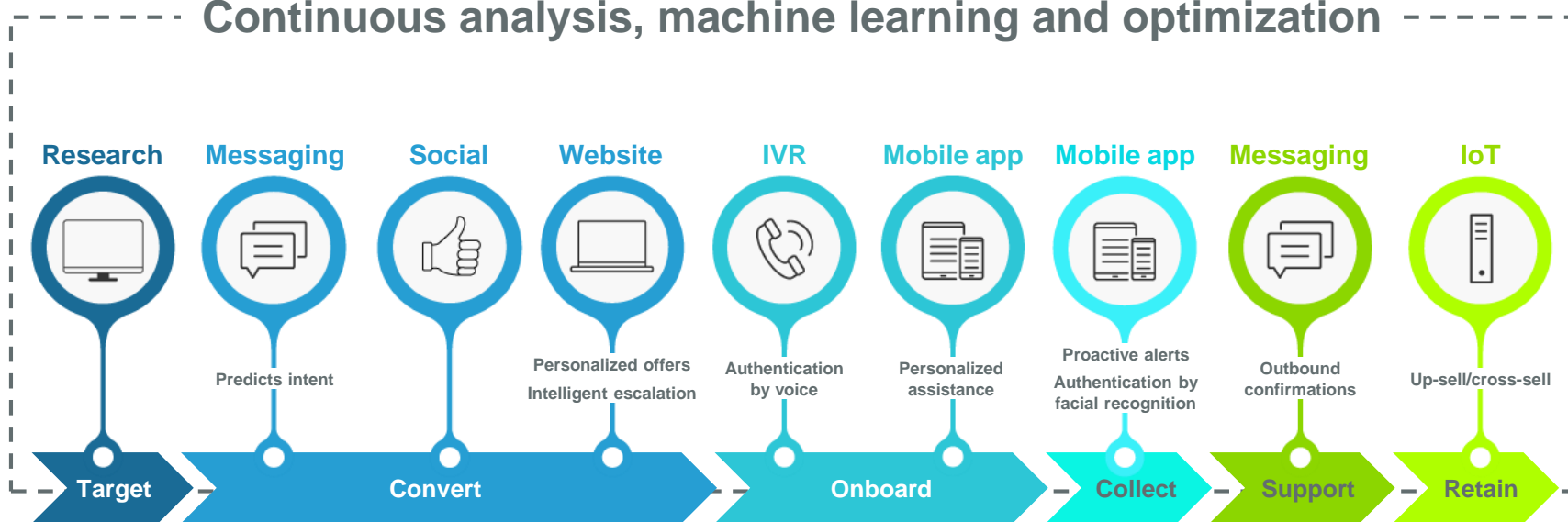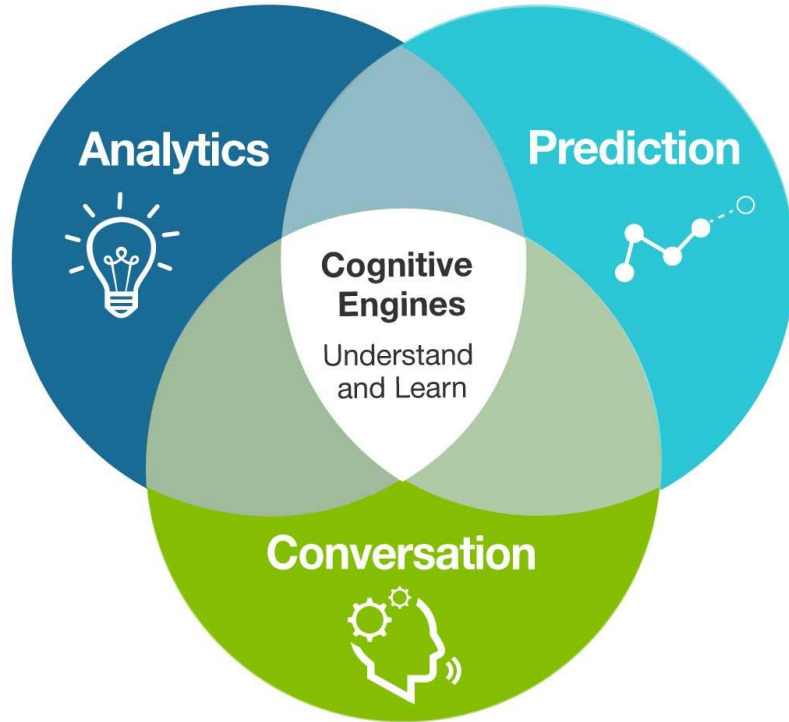
Powered by Nuance Artificial Intelligence
More channels. More intuitive. More conversational. Better results. Lower costs.

Nuance has a rich omni-channel engagement portfolio

Web	Mobile	Phone	SMS	Facebook Messenger	WhatsApp	WeChat	RBM	Twitter	TV	Apple Business Chat	Smart Speaker

Customer Acquisition	Customer Care

Digital	Voice	Outbound	Security

OMNI-CHANNEL ENGAGEMENT PLATFORM

AI for Prediction
- Intent prediction
- Targeting & Routing
- Identification & Verification

AI for Conversation
- Speech recognition
- Dialog
- Transcription

AI for Analytics
- Intent Discovery
- Knowledge
- Fraud Management

Learning Loop

Data Security	Business Intelligence	Tooling	APIs & SDKs

Professional & Hosting Services

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Nuance AI foundation

Our current AI focus is on driving innovation in **prediction, conversation** and **analytics** through cognitive systems augmented by human assistance.

Delivering tangible results …

Across all major industries

Telecommunications

20% sales conversion uplift
15% increase in average order value
75% of sales are incremental
25% reduction in online support costs
75% of chats deflect a call

Financial Services

17% application completion rate lift
10% increase in policy value
15% decrease in AHT
75% first contact resolution
54% decrease in queue abandon

Healthcare

2x increase member call containment
77% first contact resolution
26% increase in authentication
9% lift in selected quality measures
25% reduction in missed appointments

Travel

20% sales conversion uplift
42% increase in up-sell / cross-sell
35% increase in self-service usage
20% decrease in AHT
75% of chats deflect a call

Government

33% call deflection
54% increase in call containment
25% increase in agent availability
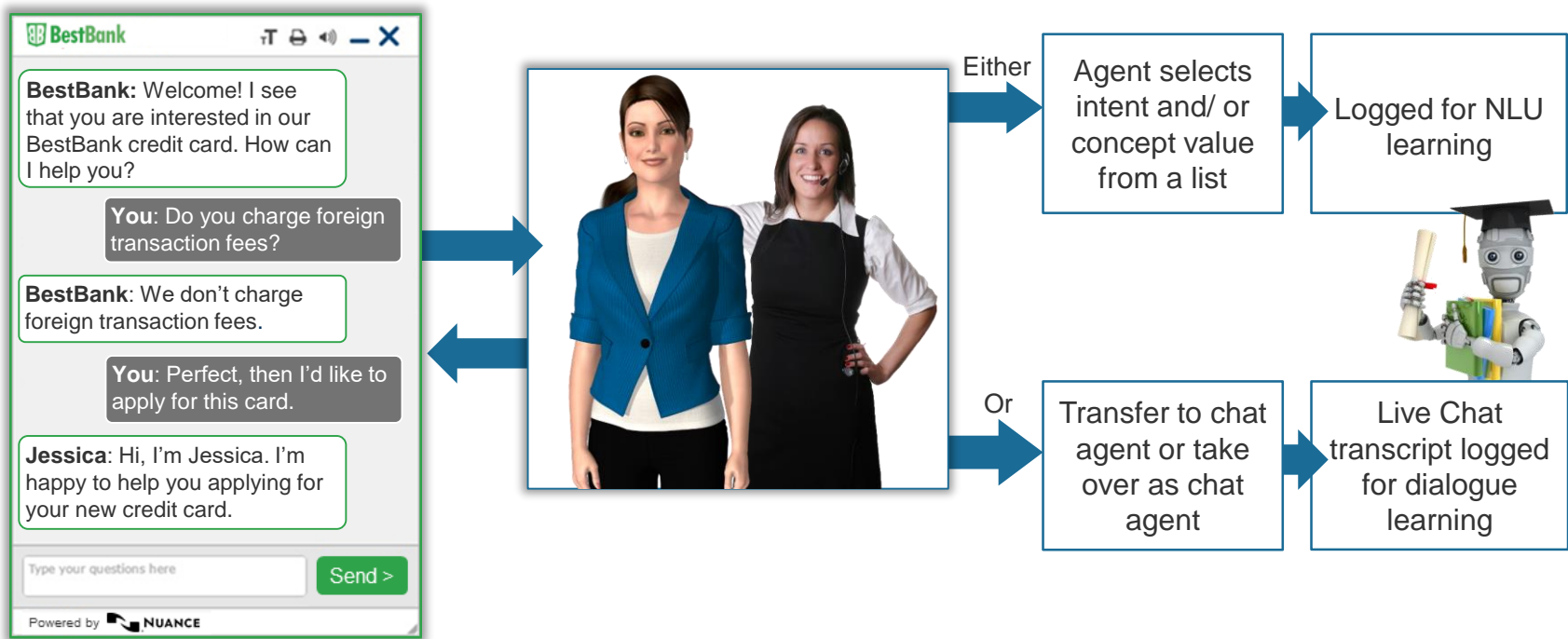**90%** decrease in agent escalation
42% decrease in AHT

Utilities & Retail

20% sales conversion uplift
15% increase in average order value
35% increase in self-service usage
20% decrease in AHT
42% increase in up-sell / cross-sell
Deflected **800k** calls

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Digital Customer Engagement

Virtual assistant & live chat = **better together**

BestBank: Welcome! I see that you are interested in our BestBank credit card. How can I help you?

You: Do you charge foreign transaction fees?

BestBank: We don't charge foreign transaction fees.

You: Perfect, then I'd like to apply for this card.

Jessica: Hi, I'm Jessica. I'm happy to help you applying for your new credit card.

Type your questions here   Send >

Powered by **NUANCE**

Either → Agent selects intent and/ or concept value from a list → Logged for NLU learning

Or → Transfer to chat agent or take over as chat agent → Live Chat transcript logged for dialogue learning
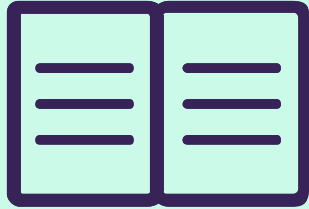
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Introducing ….

Janine Belvini

Digital Product Manager, Customer Experience

DELIVERING BUSINESS VALUE

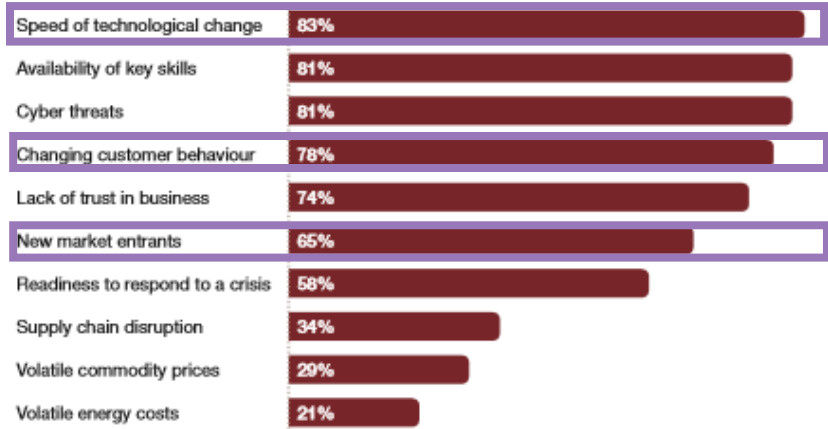With Virtual Assistants and Live Chat

Insurance execs feeling tech innovation pressure on many fronts

- Broadly, insurers are feeling same pressure as many other industries

- Evolution of technology and consumer expectations driving change

- Threat to those that don't adapt and personalize

- Opportunity for those that do adapt and new tech-savvy entrants

Figure 5: Business threats to growth

Q: How concerned are you about the following business threats to your organisation's growth prospects?

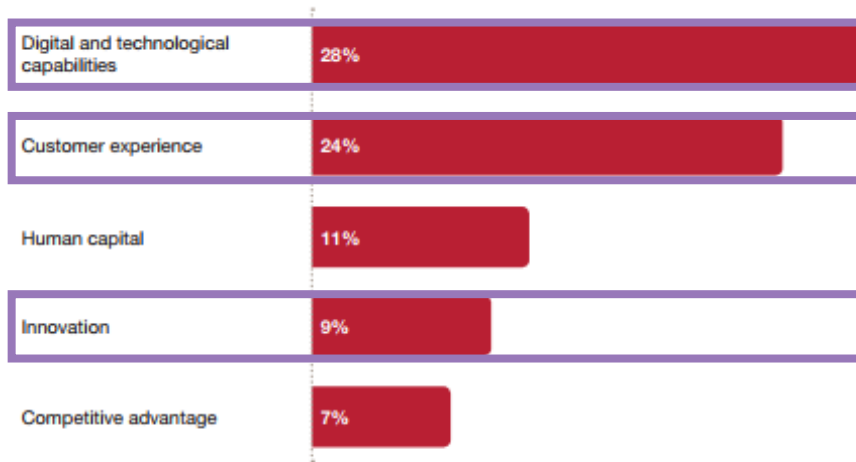Insurance CEOs who stated 'Somewhat Concerned' or 'Extremely Concerned'

Threat	%
Speed of technological change	83%
Availability of key skills	81%
Cyber threats	81%
Changing customer behaviour	78%
Lack of trust in business	74%
New market entrants	65%
Readiness to respond to a crisis	58%
Supply chain disruption	34%
Volatile commodity prices	29%
Volatile energy costs	21%

Source: Insurance CEOs participating in PwC's 20th CEO Survey

Resulting areas of focus for insurers with a Digital Transformation strategy

Figure 6: Most important area to strengthen (top five)

Q: Given the business environment you're in, which one of the following do you most want to strengthen in order to capitalise on new opportunities?

Area	Percentage
Digital and technological capabilities	28%
Customer experience	24%
Human capital	11%
Innovation	9%
Competitive advantage	7%

Source: Insurance CEOs participating in PwC's 20th CEO Survey

- CEOs: top priorities to strengthen include digital & customer experience
- Customer intelligence is essential in realizing opportunities, personalizing
- Insurers monitoring broader innovation landscape
- Bringing in innovators from other industries

Millennials want digital technology: Or else!

- More engaged, demanding demographic wants more frequent interactions
- Expect multiple channels, including digital
- Prefer digital channels during claims process & would switch carriers without it
- 80% want advice/assistance during purchase process & switch if no guidance
- 71% want claims submitted automatically by vehicle or connected home
- Pressure on to improve digital capabilities, especially portals and mobile

"Engagement innovation" is next level of digital transformation

- Digitized processes and a lower cost base are now table stakes

- No insurer ever succeeded in turning operational excellence into a competitive advantage that is sustainable over the long term

- Engagement innovation includes customer-centric products, new added value services and business models

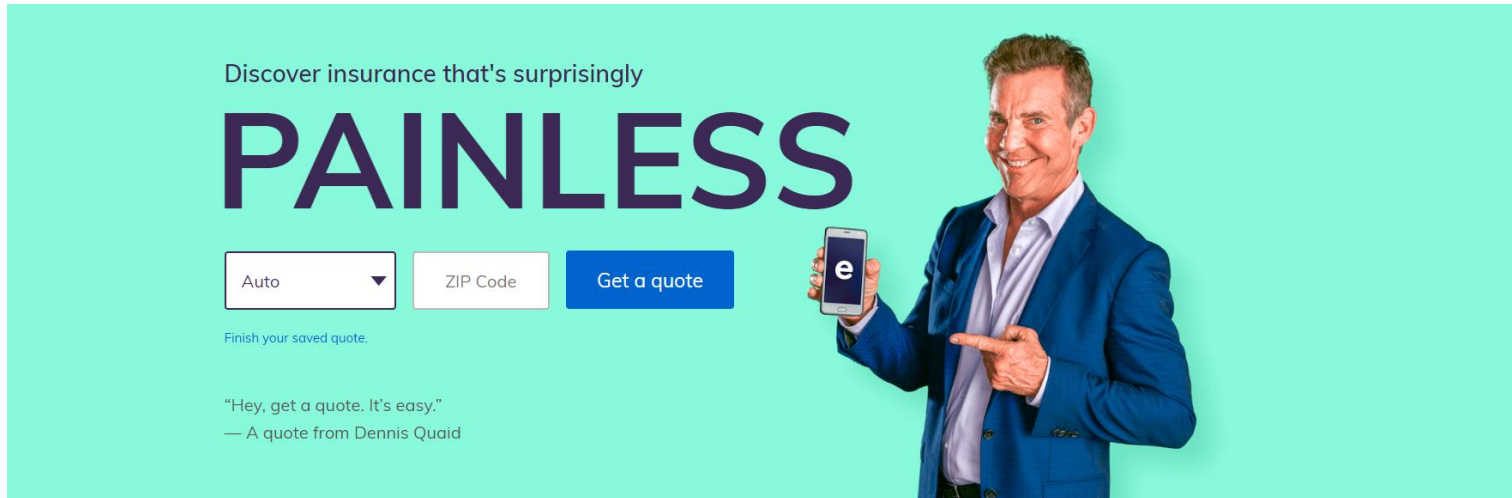- Collect data from smartphones & different connected consumer devices to…

- **Build holistic customer profiles**
- **Provide customer risk insights**
- **Assess customer product needs**
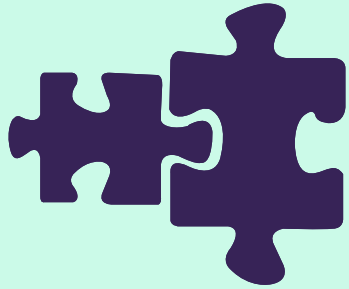
DIGITAL TRANSFORMATION AT ESURANCE

Esurance at a glance

- Multi-line insurance company with an A+ financial rating
- Owned by Allstate, the oldest publicly-held personal lines insurer in US
- Offers vehicle and property coverage around the country
- 17 offices, 5.2 million vehicles insured to date

Discover insurance that's surprisingly

PAINLESS

| Auto ▼ | ZIP Code | Get a quote |

Finish your saved quote.

"Hey, get a quote. It's easy."
— A quote from Dennis Quaid

Business challenges as the driver for Digital Transformation

Challenge

- Create an engaging customer experience
- Accelerate the movement of customers to self-serve to help them find answers quickly
- Engage with the right customer at the right time
- Use chat intelligence and analytics to optimize overall customer engagement experience

Goal

- Create a friendly & efficient digital customer experience that creates trust in the Esurance brand & maximizes sales of highest quality to the business, while maintaining a relevant & transparent experience for the customer.

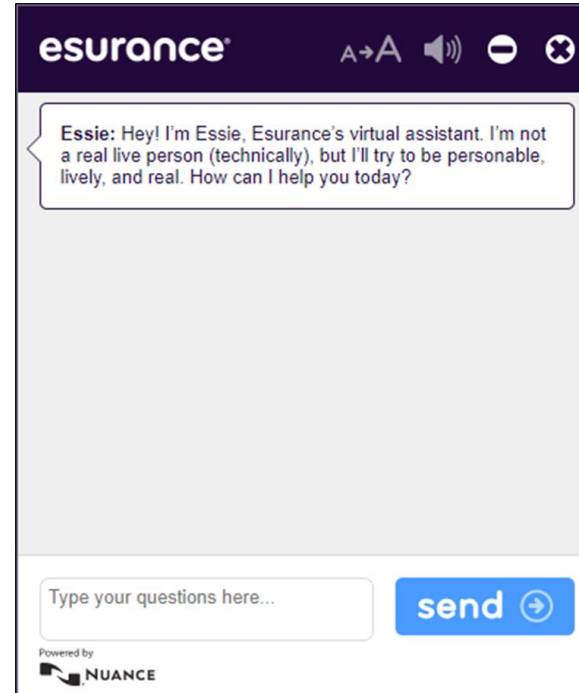**1. Quality Sales**

2. Customer Experience

3. KPI Improvement

4. Web Intelligence

Solution for the next generation of digital customer service

Solution

- Combine automated and human-assisted engagements for quick and seamless assistance

- Add co-browse tool for personalized assistance and train customers to self-serve in the future

- Align targeting and business rules for maximum efficiency

- Continuously optimize the customer experience through meaningful and actionable insights gathered from all interactions

QUESTIONS?