



Bring Intelligence to Life™

# Conversational Commerce Conference | LONDON

## Leveraging AI for Intelligent Customer Engagement

George Skaff, VP WW Marketing, Nuance Enterprise

May 9, 2018

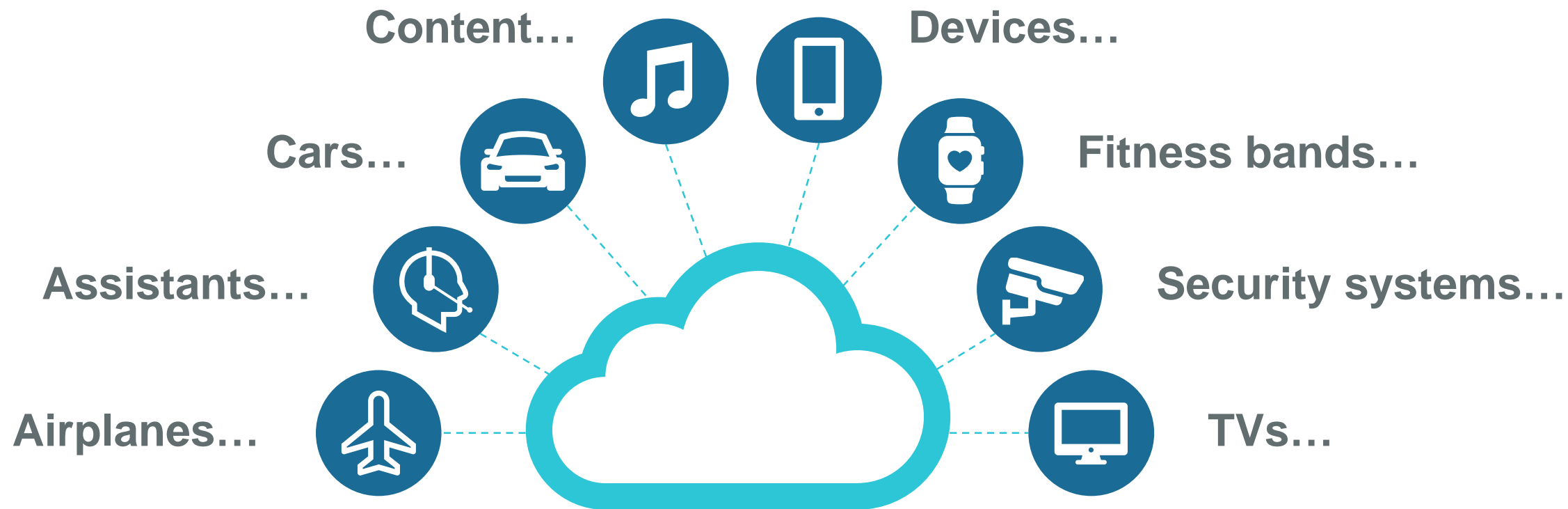


@gskaff\_nc



**In the last five years,  
nearly every aspect of  
customer engagement  
has changed...**

# Once there was a cloud – and everything became connected to it...

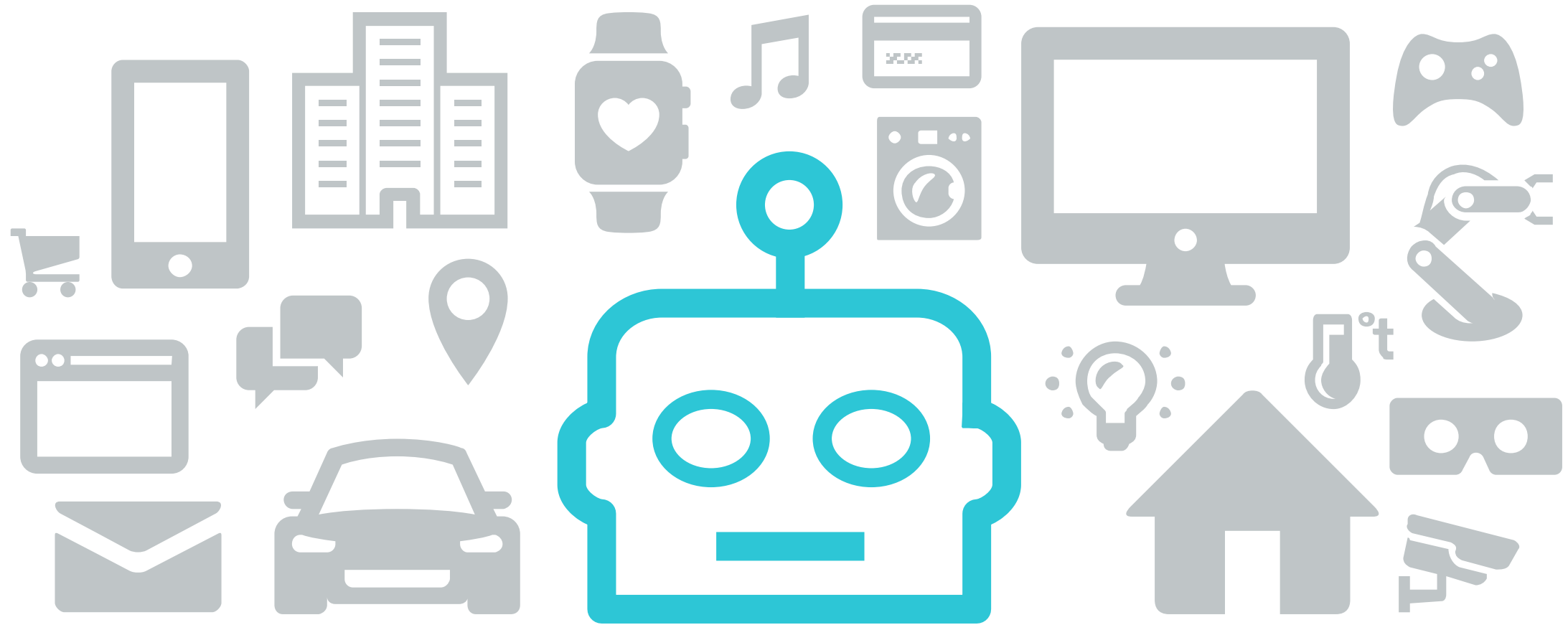


And as our apps, cars, homes and other devices became connected – they became far **more capable and intelligent**, and could **access more content**.



Tapping into this intelligence became difficult with traditional touch interfaces, ushering in an era of **bots and virtual assistants**

# Happening now – there will be an assistant or ‘bot’ for virtually every experience...



# Each assistant has its own strengths



## Consumer



Search



Retail



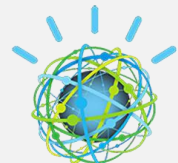
Productivity



Messaging



## Data Analytics



IBM Watson

Data Analytics & Prediction



## Auto



Navigation



Parking



Diagnostics



Fuel



## Smart Home



TV



Security



Temp Control



Lighting



## Enterprise



Customer Care



Insurance Transactions



Patient Engagement



Banking Transactions

**But rarely do they talk to each other, or work together across devices**

# Different protocols, platforms and APIs make interoperability a challenge



Without interoperability,

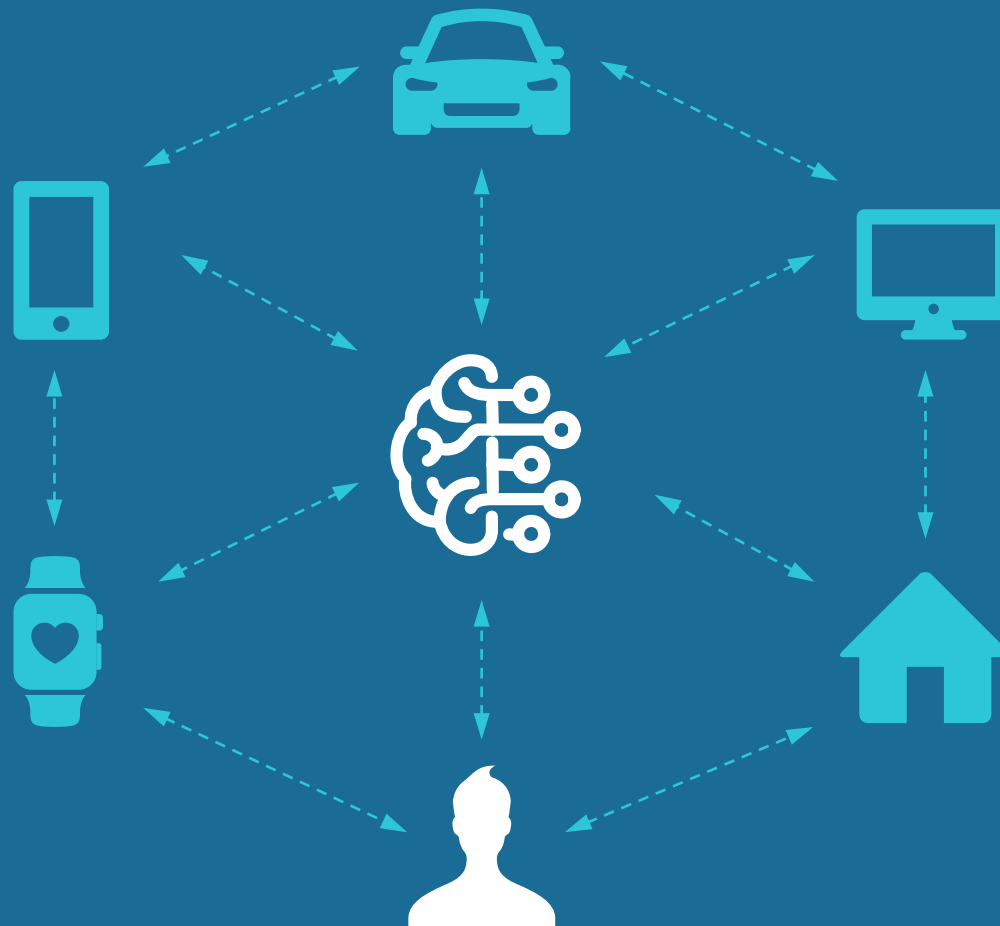
40%

of the potential benefits  
cannot be realized.





# To solve interoperability, we need to shift to AI



# 6 billion

connected “things” will be actively requesting support from AI platforms by 2018

# 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%**

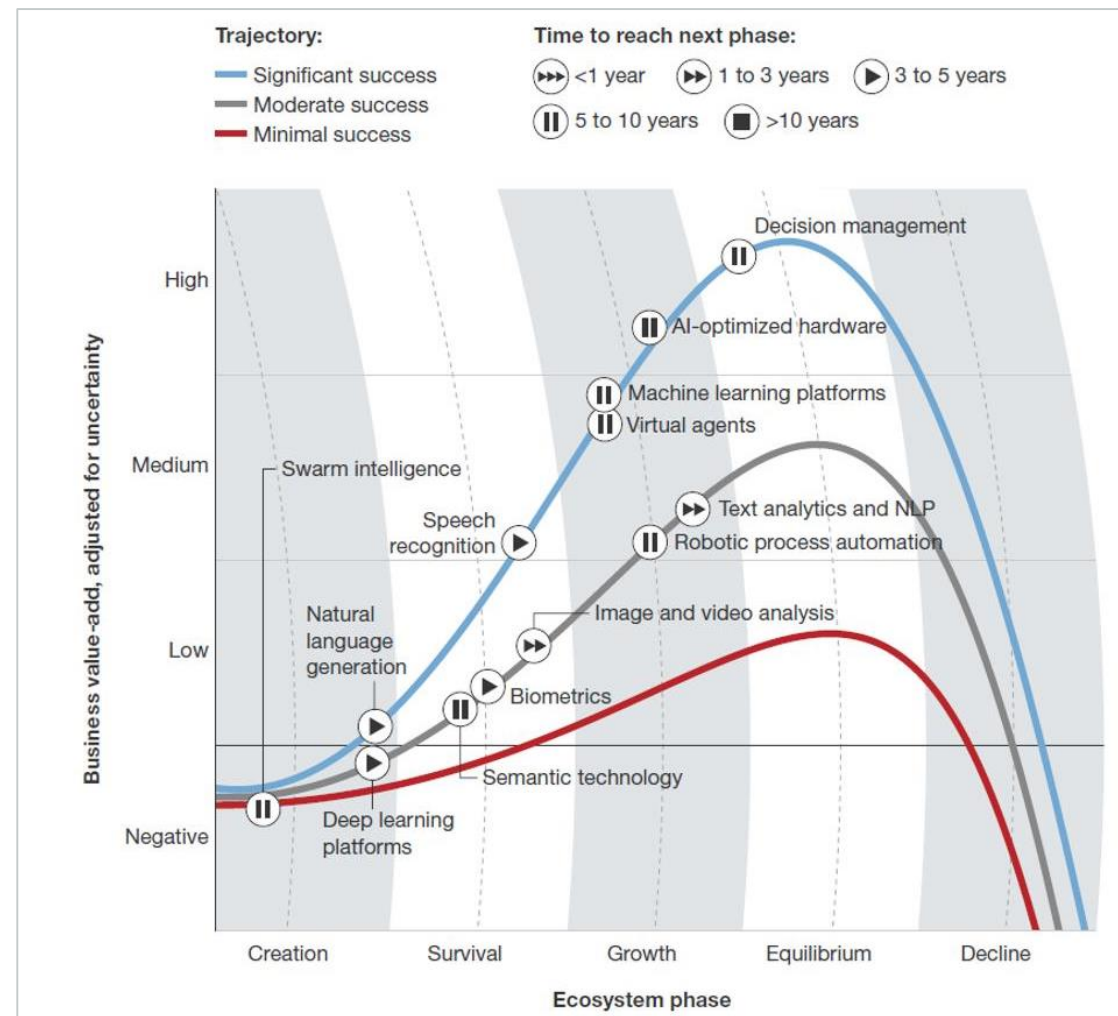
Of interactions will take place without the assistance of a live agent by 2020

*Gartner*

# AI is maturing

## Nuance participates broadly in AI domain

- Speech recognition
- Virtual agents
- Deep learning
- Natural language generation
- Machine learning
- Semantic understanding & learning
- Text & Image classification
- Biometrics & Security
- Predictive analytics





... and in the next  
three years, customer  
engagement will  
change again.



# What is trending – and what will be...



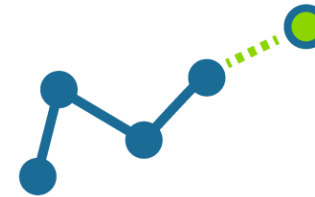
Your **voice** will be your password.



You will use a **virtual assistant (VA)** for customer service, and it will work.



**Voice** will change – expanding from 800 number IVR to frictionless voice and video within the **digital channel**.



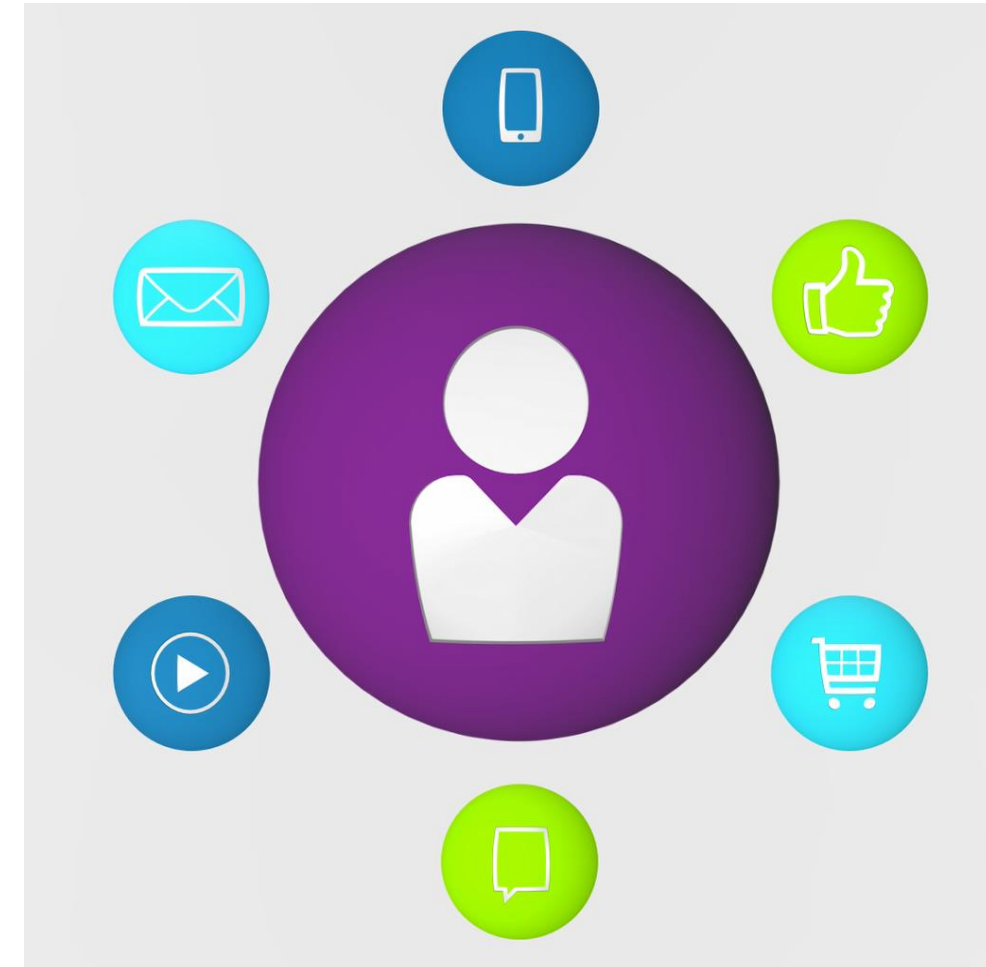
**Prediction** will let brands anticipate your needs.



**Digital Transformation** powered by AI will become a necessity for businesses.

# From IoT to EoT (Engagement of Things™)

The Engagement of Things™ brings together web, mobile phones, TVs, smart home devices and connected cars, and combines conversational AI with intelligent engagement to enable brands to understand and predict a consumer's need, and deliver seamless customer experience



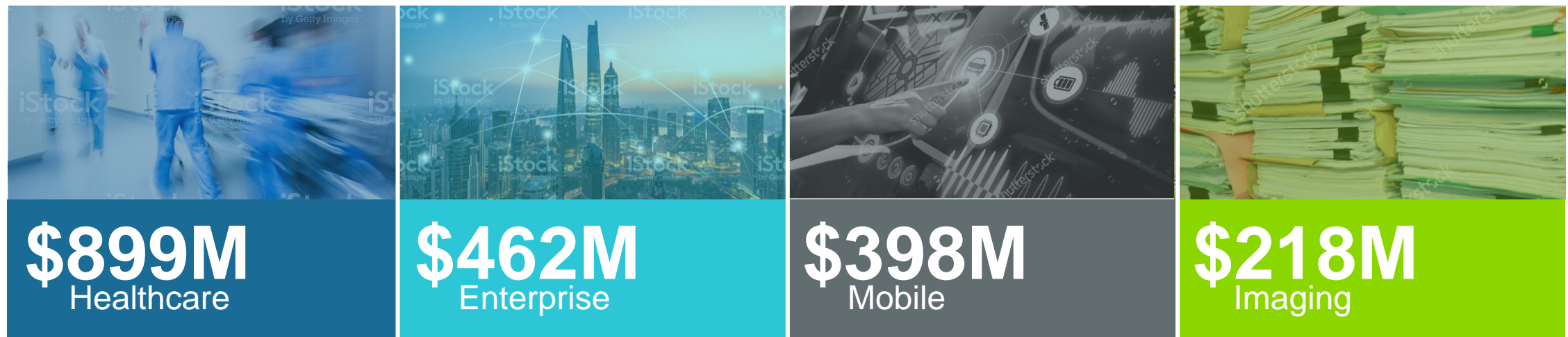
[Video Clip](#)

# Nuance at a glance

Pioneer and leading provider of conversational and cognitive AI solutions to increase business productivity and amplify intelligence

NASDAQ <b>NUAN</b>	Location <b>Burlington, MA</b>	FY17 non-GAAP revenue <b>~\$2.0B</b>	Employees <b>13,300</b>
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Market segments **FY17** Non-GAAP revenue





# Nuance Enterprise by the numbers

**14+ Billion**

Self-Service  
Transactions per year

**\$3B savings**

Estimated from  
Nuance  
Enterprise Solutions

**700+**

Professional  
services experts  
around the world

**6,500+**

Enterprises that have  
Selected Nuance

**75%**

of Fortune 100 use  
Nuance Enterprise

**300 Million**

Voice prints worldwide

# Nuance highlights

Leader in conversational AI solutions to increase business productivity and amplify intelligence



**World-class technology**

Industry's premier voice, natural language and AI-powered technologies, services, and solutions



**Market focus and expertise**

Serving large vertical markets including healthcare, telecommunications, automotive and financial services



**Global footprint**

Domain experience and scale – distribution, professional services, languages, operations – to serve global markets



**Trusted Advisor**

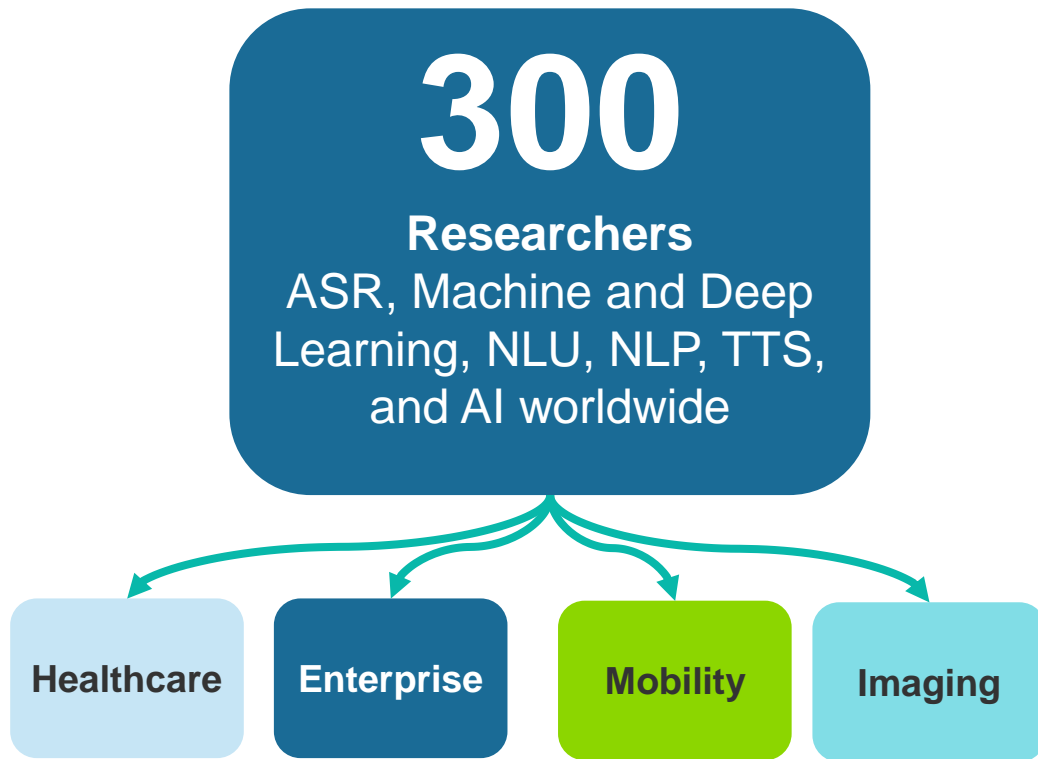
Strong relationships with world's largest and most respected brands



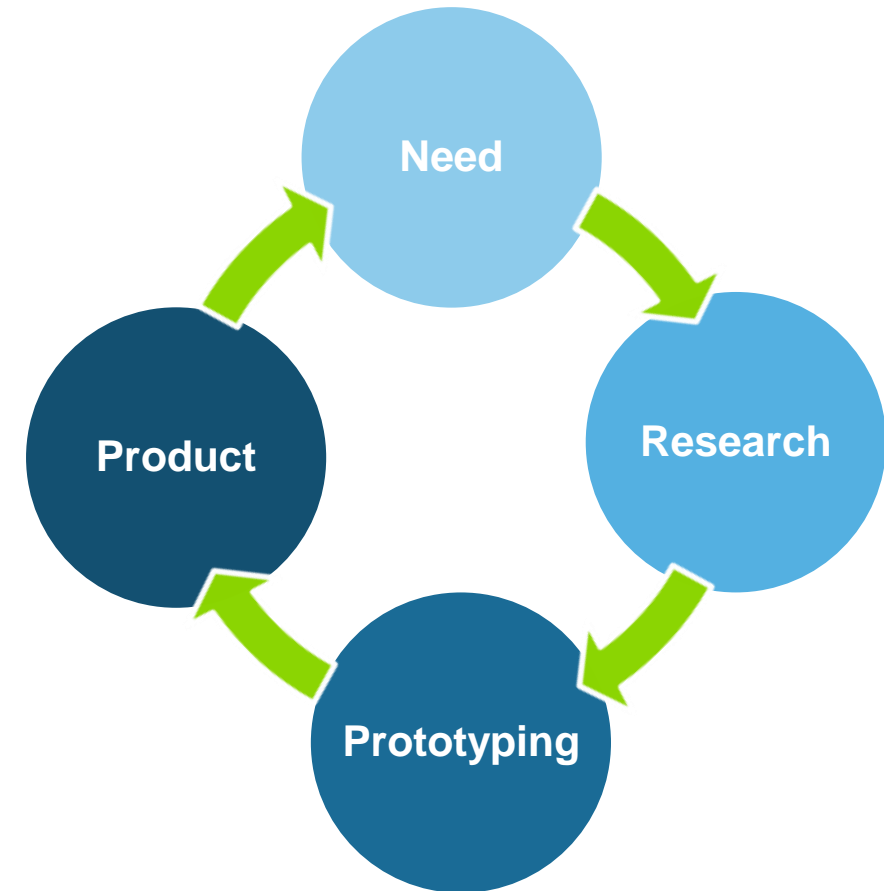
**Strengthening financial profile**

Strong bookings, accelerating revenue, EPS, recurring revenue

# Nuance Focus on AI



[research.nuance.com](http://research.nuance.com)



And lastly .....

AI  
is the next  
UI

