

# Virtual assistants - the **new face** of online chat.

Deliver an easy Web experience that's immediate, accurate and helpful – everytime.

## Online consumers want easy.

Today's Web savvy consumer is demanding that doing business with you will be easy. They want effortless, personalized experiences that deliver immediate, accurate, and helpful service no matter what time of day it is. But current self-service technologies are defeating easy.

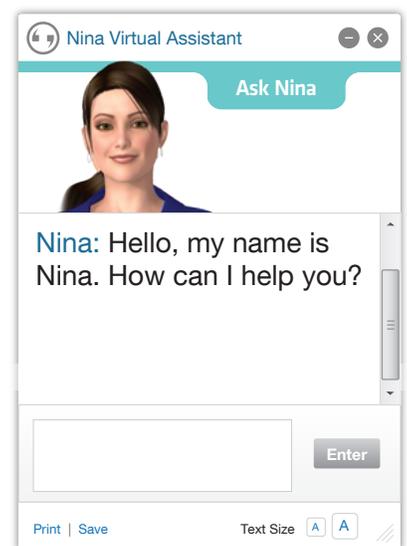
Traditional online self-service options such as search and FAQs are low cost, easy to implement, and accessible 24/7, but deliver an overwhelming number of responses burdening the user to find what they need. Alternatively, assisted-service channels like live Web chat or phone agents offer customers a higher resolution rate and a personalized experience, but at a much higher price tag to your business. Long wait times and limited availability hours fail to impress an audience used to 24/7 access and immediate response via the online venues they use daily.

Meet Nina Web, the next generation of Web self-service. Companies no longer have to choose between offering excellent customer service and improving operational performance.

## Increased conversions + reduced costs = quick ROI.

Nina Web is an intelligent virtual assistant that delivers personalized, effortless online customer service, ensuring a compelling customer experience while improving web conversions and resolving support requests at 1/10th the cost of traditional channels. Using a human-like text-based conversational interface, Nina Web combines the 24/7 accessibility of self-service with the high-touch effectiveness of your best marketing, sales and service employees. Nina Web responds quickly, consistently, and accurately to your customer's requests, interactively guiding them to a successful resolution.

Vetted and proven on some of the most heavily trafficked Web sites around the globe, Nina Web delivers scalable, high-performing assistants that leverage your existing systems and content investments, ensuring predictable and measurable results you, and your customers, can depend on. Nuance is the global industry expert in multi-channel intelligent virtual assistants for customer service. Nina continuously adapts for a high-performing assistant that continuously adapts for a predictable and measurable ROI now and in the future.



## Meet Nuance's Nina

Nina Web is part of the Nina family of virtual assistants for automated customer service.

Nina supports Web and Mobile customer service and delivers a compelling, multi-channel, automated customer service experience for the consumer and the enterprise.

**Multi-lingual, multi-talented virtual assistant solution.**

Nina Web provides a distinctive competitive advantage to companies who want to converse, serve, and listen to their customers in unprecedented ways. Whether your customers need to research offerings, make a purchase, use your product or secure pre- and post-sale service, Nina Web is able to provide engagement that emulates your best marketing, sales and service personnel to provide an easy and effective experience.

**Converse with your customers naturally**

Nina Web engages your customer naturally using a human-like text based conversational interface, powered by Nuance's leading natural language understanding. Nina Web recognizes "online dialog" – user slang, misspellings, acronyms, and grammatically incorrect sentences – and detects sentiment like customer frustration based on the use of CAPS and punctuation to quickly and accurately understand customer needs.

**Serve your customers quickly**

Nina Web's fundamental promise is to immediately and accurately serve every customer, every time. Acting as a personal guide, Nina Web leverages existing content on your Website or in your knowledge base, to either provide "the one right answer" or guide the customer to complete transactions with the least amount of user effort. Nina Web is also multi-channel aware, integrating with your existing channels to create a seamless cross-channel customer experience that connects the customer to the right person or place with full context.

**Listen to your customers needs**

Nina IQ Studio creates an easy, yet powerful way for you to evaluate and tune your virtual assistant's performance, as well as hear what your customers are saying, so you can act quickly to issues that impact customer satisfaction. With Nina IQ you get actionable insights and the easy-to-use tools to continuously tune your virtual assistant to make sure it stays relevant and delivers results to your customers and your business.

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**About Nuance Communications, Inc.**

Nuance Communications is reinventing the relationship between people and technology. Through its voice and language offerings, the company is creating a more human conversation with the many systems, devices, electronics, apps and services around us. Every day, millions of people and thousands of businesses experience Nuance through intelligent systems that can listen, understand, learn and adapt to your life and your work. For more information, please visit [nuance.com](http://nuance.com).

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