



# customer care solutions from Nuance



The experience speaks for itself™



## Nuance Care Solutions :: Call Steering Portal

**Nuance Call Steering Portal is a web-based portal for quickly creating, deploying and optimizing a natural language call steering solution**

- **Fast and affordable delivery of world-class natural language speech applications**

Reduce costs, shorten time-to-market and deliver a better customer experience with an online portal for rapidly crafting and launching call steering application solutions.

- **Speech science innovation within reach; without the speech scientist**

Put natural speech recognition within your reach with automated guidance and tools for the entire lifecycle.

- **Continuously improve your application with connection to Nuance's Call Steering Portal**

Benefit from Nuance extensive natural language experience through ongoing updates for the latest in technology and best practice.

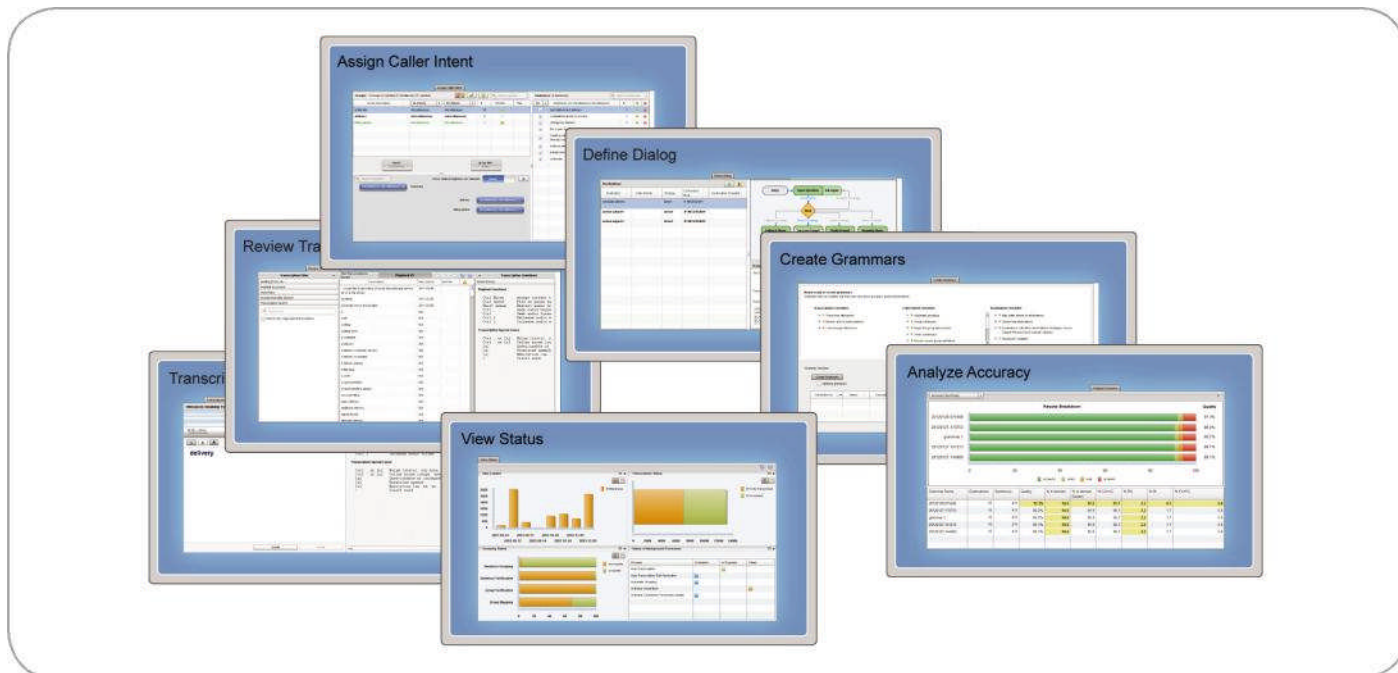
Delivering a great customer experience has become an *obsession* as enterprises seek to differentiate customer service and build brand loyalty. More and more contact centers are investing in cutting edge technologies that offer optimized service and reduce consumer effort. One of the most effective ways to achieve both of these goals is to deploy a Natural Language Understanding (NLU) call steering solution in your IVR. Call steering based on NLU makes life easy for consumers by simply asking them "How can we help you today?" The consumers can then describe their problem in their own words, without having to try to match the question to lists of predetermined options. This results in improved satisfaction, fewer misrouted calls and greater IVR automation by connecting callers quickly to the service they need.

Today, natural speech recognition and natural language understanding (NLU) are deployed by – or at least on the to-do list of – most customer service departments. But NLU solutions have traditionally been expensive and complex to deploy, requiring deep expertise to develop and maintain. For these reasons, NLU technology has not been accessible to many enterprise customers outside of the Fortune 500... until now.

Nuance Call Steering Portal provides a natural advantage for creating, deploying, and optimizing the contact center's most valuable speech recognition application; call steering. Nuance packaged years of experience and innovation in Natural Language Understanding into Call Steering Portal, meaning customers can now deploy world-class natural language call steering solutions independently. With Call Steering Portal, you can deliver a natural language routing application that creates brand differentiation by improving customer satisfaction while reducing contact center operational costs (increasing the containment rate and reducing call misroutes)... all while getting the benefit of continuous improvement based on Nuance's unparalleled experience.



## Call Steering Portal Features and Benefits



### Call Steering Portal – Call Steering Applications Delivered *Faster*

- Deliver the fastest ROI available for natural language speech solutions
- Provide the caller experience that your customers demand starting at enterprise contact centers' first touch point
- Maintain your solution using industry best practices without becoming a speech scientist

### Call Steering Portal – Key Features

- A simple GUI that puts you in control of your contact center's most important application
- Automated processes to reduce effort required and illustrate call steering best practices
- Guided application grammar optimization with accuracy analysis tools to maximize success
- Proven, pre-packaged application so that you can focus on caller experience instead of application development
- Portal dashboard to track progress and effectively manage your solution
- Business-driven reporting to understand caller behavior
- Broad language support based on Nuance's global experience

### About Nuance Communications, Inc.

Nuance is a leading provider of voice and language solutions for businesses and consumers around the world. Its technologies, applications and services make the user experience more compelling by transforming the way people interact with information and how they create, share and use documents. Every day, millions of users and thousands of businesses experience Nuance's proven applications and professional services. For more information, please visit: [nuance.com](http://nuance.com)

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