



interactive product brochure ::

Nina: The Virtual Assistant for Mobile Customer Service Apps

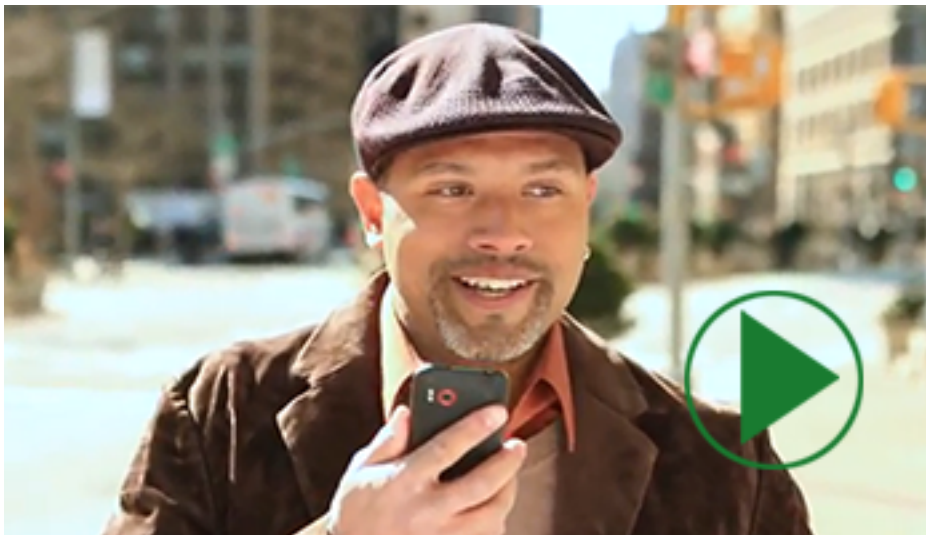
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The Time is Now for Virtual Assistants

Mobile apps are an increasingly important channel for customer service. The proliferation of voice-enabled assistants is making consumers comfortable asking a device, rather than a person, for information in a very intelligent, conversational way. These increased consumer expectations are driving organisations to find new ways to engage with customers.

Nuance Interactive Natural Assistant – Nina – delivers an unprecedented mobile customer service experience by turning smartphones into voice-enabled customer service assistants. Nina is the first virtual assistant to understand what is said and who is saying it. Nina transforms iPhone and Android mobile apps into powerful engagement tools that allow customers to serve themselves and get immediate outcomes—whether that’s paying a bill, changing or adding service or simply getting a question answered.



GET INTERACTIVE:

Click to see Nina in action.

Nina Offers More Natural, Intuitive Self-Service Interactions

Nina knows you. She knows your voice. She also understands what you want based on your natural phrasing of your request. Nina streamlines logging in, finding features in the app, asking questions and performing transactions using the power of talk, type and tap—making mobile interactions easier, more productive and enjoyable.

Key Benefits:

- **Deliver faster outcomes in fewer steps** – Offer frictionless self-service by making it easy to access information—using conversational speech, touch and/or type—and accomplish goals with fewer taps and screens.
- **Personalise your brand experience** – Differentiate your mobile app experience by engaging customers with a virtual assistant unique to your mobile app.
- **Enable more self-service with the mobile app** – Empower mobile customers to get the answers they need and deflect the number of calls reaching the contact center by handling unstructured inquiries directly from the app without the limitations of deep menu trees.

I need to change the address you have on file for me.



You can update your address here.



Beyond Simple Speech Commands, Nina Engages Customers in Conversation

Nina can be as interactive as you'd like from simple requests in the users' own words that drop them in the intended location, to a continued conversation with multi-turn and contextual dialogs. Conversational dialog requires a complex set of technologies working together to deliver an effective and engaging user experience. Nina abstracts the complexity offering natural, intuitive service interactions.

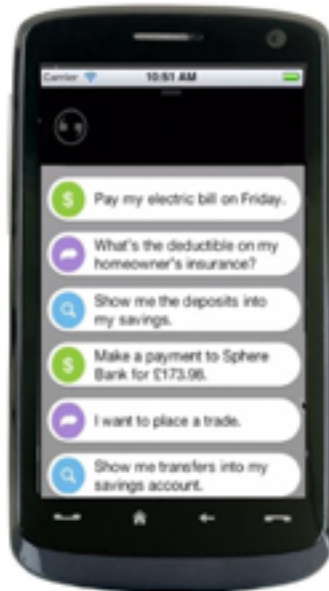


GET INTERACTIVE:

Click on screen to access a complete demo of Nina.

Multimodal Input/Output for Maximum Flexibility via Talk, Tap and Type

A multimodal interface is a must for the consumer experience. Nina has been designed specifically for mobile app front-ends to support inputs via speech, tap and text—giving the user the flexibility to choose the interaction type that they prefer and the flexibility to move within a given transaction between talk, tap and type.



Hints: Learn how to get the most out of your virtual assistant, whether you tap, type or speak.

Nuance usability studies show that consumers mix modes depending on task and location – using speech 33% of the time, type 33% of the time and using both within a single interaction 33% of the time.

Nina, Your Virtual Assistant for Mobile Customer Service, is Comprised of:

- ***Nina Virtual Assistant Persona: A Reusable Reference UI***

Nina is a pre-made virtual assistant persona, which developers can leverage for their app, or use the available source code to quickly create a custom persona, including changing visual persona elements such as being awake, asleep, listening, processing or answering a request. Nina also includes a range of existing Nuance text-to-speech voices, and Nuance can develop a custom TTS voice for an optional development fee.

- ***Nina Virtual Assistant SDK: Shorten Implementation Times***

To enable the rapid integration of virtual assistant capabilities into mobile apps for Apple iOS and Android, the Nina Virtual Assistant SDK has three components:

- » Nina Core APIs – Binary APIs that provide access to the core cloud services, such as speech recognition, text to speech and NLU. This provides the most control and customisation possible to the mobile app developer.
- » Nina Virtual Assistant APIs – Source APIs that provide mobile app developers with access to customise the persona, as well as providing control of all modes of input, including speech recognition, text to speech and touch dialogs.
- » Nina Reference Designs – Source code of Nina Virtual Assistant apps and functions, including pre-built grammars, data collection logic, task or transaction flows, GUI widgets and a reference UI, deliver pre-designed templates and tasks addressing common use cases. Developers will be able to leverage the reference designs to rapidly develop their own virtual assistant capabilities for travel, insurance, retail, government and more.

- ***Nina Virtual Assistant Cloud: Hassle-free Innovation***

A Nuance hosted service that provides the power and intelligence to Nina, including access to Nuance's industry-leading speech recognition, Text-to-Speech (TTS), Natural Language Understanding (NLU), interactive dialog management and voice biometrics services. The cloud offers scalable, redundant and PCI compliant servers with guaranteed SLAs of 99.95% uptime. Hosting allows customers to focus on building a better mobile experience for their users, without the additional overhead needed to install, deploy, and manage hardware, software, and network updates.

Nina Languages:

- *Arabic – World Wide*
- *Basque*
- *Cantonese*
- *Catalan*
- *Czech*
- *Danish*
- *Dutch*
- *English – Australia*
- *English – British*
- *English – Indian*
- *English – South African*
- *English – USA*
- *Finnish*
- *Flemish – Dutch*
- *French*
- *French – Canadian*
- *German*
- *Greek*
- *Hindi*
- *Hungarian*
- *Indonesian*
- *Italian*
- *Japanese*
- *Korean*
- *Mandarin*
- *Mandarin – Taiwanese*
- *Norwegian*
- *Polish*
- *Portuguese*
- *Portuguese – Brazil*
- *Romanian*
- *Russian*
- *Slovak*
- *Spanish*
- *Spanish - USA*
- *Swedish*
- *Thai*
- *Turkish*

Nina's Composition



What's in the Nina Cloud?

Nuance VocalPassword: The Leading Voice Biometrics Engine

Nuance VocalPassword, the world's most deployed voice biometric solution, delivers easy and secure authentication by having users speak a simple passphrase, such as "my voice is my password", eliminating the need for passwords or PINs when authenticating to a mobile device, call center or web portal.

96% of consumers make mistakes typing their passwords in mobile apps. 10% make mistakes every time! Eliminate the hassle of remembering and typing in passwords on virtual keyboards, letting customers use their voice as their password.

Source: Nuance Research, February 2012

Nuance Recognizer: The Top Natural Language Understanding (NLU) Engine

In any automated customer interaction, voice recognition is a crucial starting point, but real understanding is the essence of meaningful, natural interaction. Nina is built on Nuance Recognizer, the most widely deployed enterprise speech recognition technology in the world. Beyond just matching the words you say against a predefined list, Natural Language Understanding (NLU) allows your apps to understand what your customers *mean*.

Consumers want natural language interactions with their customer service apps; the majority believe it would be easier than typing. Among consumers surveyed, 77% would like to have the option or would prefer to interact with mobile apps through a natural spoken conversation.

Source: Nuance Research, February 2012

What's in the Nina Cloud?

Conversational Dialog: Understands Meaning, Context and *Intent*

Nina puts the user in control of the conversation by offering a personalised experience informed by prior conversational cues, like when speaking with another human being. It can handle information provided in any sequence and has the smarts to understand what information is needed and prompt accordingly to complete an interaction.

Nuance Vocalizer: Add Text-to-Speech (TTS) To Your App without the Bloat

Nuance Vocalizer, the leading text-to-speech engine, offers spoken responses to text inputs, enabling a conversation with a mobile app. Using TTS APIs mean that you don't need to bloat your app with pre-recorded audio and can deliver better audio playing capabilities than currently exist on device. Choose from a variety of TTS voices or build your own custom voice that best suits your brand.

Reporting: Actionable Insight for Making Your App Even Better

Nuance Mobile Reports provide actionable insights to help you optimise performance and make smarter business decisions. With Mobile Reports, you can see a snapshot of real-time application metrics in a dashboard, run historical summary reports, drill down to a sample list of sessions that exhibit certain characteristics, and see the detailed information for a particular session, offering insight into key trends in user behavior.



Why Nuance: Trusted Partners, Experienced Leaders

Consumers interact with Nuance mobile solutions every day; our solutions have shipped in more than 5 billion mobile phones and 70 million cars, deployed by the 8 largest handset manufacturers and 10 largest auto makers. Nuance has designed top-rated Dragon mobile apps which have been downloaded by millions of mobile consumers and fueled the demand for natural language interactions. Nuance has more experience deploying natural language interactions than any other organisation worldwide, with over 120 natural language deployments globally across 18 different languages. Our team of 1200 professional services personnel has in-depth understanding of what customers want to accomplish.

The result of our more than 20 years of designing, developing, integrating, and optimising highly personalised self-service experiences? 11 billion automated customer service interactions each year.

Nina combines the cutting edge voice assistant technology found in our consumer applications, with the proven enterprise-class capabilities that power some of the largest global voice-enabled customer service applications to deliver an unprecedented mobile customer service experience.

Learn more at www.nuance.co.uk/meet-nina or contact us at nina.uk@nuance.com

