

customer care solutions from Nuance

The experience speaks for itself™



Nuance Care Solutions :: Nuance Notification Hub

Nuance Notification Hub is the complete solution for the design, development, launch, management, and analysis of multichannel proactive notification campaigns.

- Reduce inbound call volumes. Avoid many costly, inbound calls by proactively contacting consumers with timely, personalized and relevant notifications.
- Increase customer satisfaction. Customers appreciate and in some cases even prefer being contacted in a timely way with information that is relevant to them.
- Generate revenue. Create opportunities for customized cross-sell and up-sell offers to generate new revenue from contact center operations.

The Complete Solution for Multichannel Proactive Notification Campaigns

Today's contact center executives are focused on cost reduction, revenue generation, and customer satisfaction. To improve these key metrics, more and more contact centers are making a strategic investment in automated outbound care.

Automated proactive notifications are a step beyond other outbound applications such as dinner-interrupting predictive dialing. Whether by SMS, email, or voice channels, these outbound campaigns proactively communicate and interact with customers at specific points in the customer lifecycle. They displace inbound call volume by anticipating the reasons a customer would call. They provide requested event-triggered information that make for more satisfied customers. They convert more revenue opportunities through personalized, relevant cross-sell and up-sell offers, or even by shortening collections cycles.

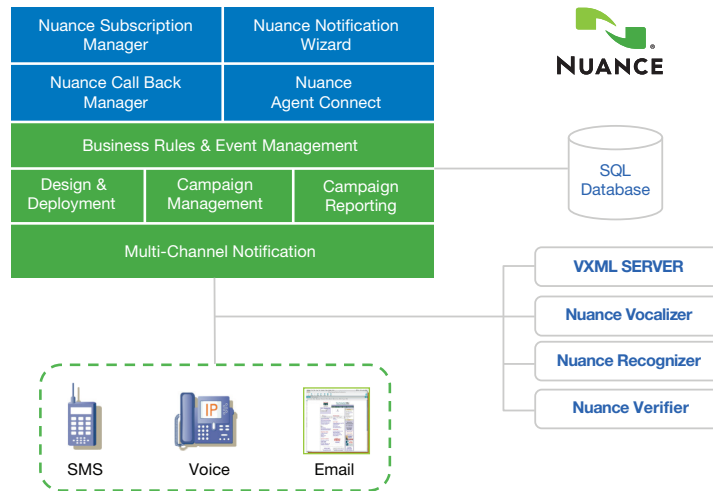
To get the most from their proactive notification campaigns, a contact center must be able to design, launch, and measure campaigns that know when and how to reach out to qualifying customers—all while navigating the complexities of complying with key government regulations and best practices.

Nuance Notification Hub is the complete outbound customer lifecycle solution that enables automated, personalized, actionable notifications over SMS, email and voice. *Nuance Notification Hub* helps businesses reduce inbound call volumes, increase customer satisfaction, and create new revenue opportunities by delivering interactive, relevant communications to customers.

Unlike other outbound offerings, *Nuance Notification Hub* may be deployed on premise, as a managed service, or in a SaaS model. The *Nuance Notification Hub* solution can be easily extended to integrate with third party outbound dialers. Add-on modules such as *Nuance Subscription Manager* help companies comply with MMA (Mobile Marketing Association) best practices and FCC (Federal Communications Commission) regulations by allowing customers to set preferences for communication channels and times. With *Nuance Notification Hub*, your contact center can successfully design, develop, launch, manage, and analyze your multichannel proactive notification campaigns.

features and benefits

- **Flexible deployment model** – Deploy on premise, via managed service, or by software as a service to meet your needs. You can even start off with a hosted deployment before migrating to an on-site deployment when you're ready.
- **Compliance** – Keep up with MMA (Mobile Marketing Association) best practices, FTC (Federal Trade Commission) Do Not Call lists, and FCC (Federal Communications Commission) regulations with the optional Nuance Subscription Manager.
- **Subscription Preference Management** – Easily manage or audit your customers' content, channel, and timing preferences for notifications with optional support for web- or agent-based subscription preference management.
- **Extensible** – Integrate with third party outbound dialers and with other Nuance outbound offers such as Nuance Notification Wizard, Nuance Agent Connect, and Nuance Call Back Manager.
- **Powerful yet easy to use** – Design, develop, launch, and manage your outbound campaigns with a sophisticated IDE for more advanced applications or a step-by-step wizard for more basic solutions.
- **Unified solution management** – Use the rich application development environment to configure answer machine detection, business rules, call scheduling, automatic dialing, calling window management, data de-duplication, and reporting.
- **Native support for speech** – Craft more effective interactive notifications by taking advantage of Nuance's market-leading speech technologies.
- **Native support for VoIP and TDM calls** – Deliver secure, reliable messaging across both traditional telecom and emerging VoIP networks.
- **Multichannel campaigns** – Reach more of your customers by creating concurrent SMS, email, and voice campaigns without difficulty.



about Nuance Communications

Nuance is in the business of helping companies better support, communicate with and understand their customers while maintaining operational efficiency goals. Nuance currently supports over 8 billion care interactions around the world. No other company has as much experience as Nuance in understanding how customers interface with a care operation. Our vision is to make every customer interaction a winning experience. For more information about our customer interaction solutions, business consulting and professional services, please visit www.nuance.com/care.

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