



# customer care solutions from Nuance



The experience speaks for itself™



## Voice Identity Program ::

### Benefits of the Voice Identity Program

- Present consistent branding across your enterprise through a unique, market-appropriate voice identity based on comprehensive research including client executive interviews and voice talent casting studies.
- Optimize customer interactions by creating a distinctive and rewarding interface that strengthens your brand while automating routine service-related tasks.
- Address key business goals by defining a voice identity strategy that is informed by high level corporate objectives from the beginning.
- Gain peace of mind knowing that your customer interactions will be designed according to your organization's specific branding dimensions

### service description

Research has revealed that, due to the power of the speech medium, callers will naturally establish emotional connections to automated interactions and ascribe personality characteristics to the voice with which they interact. Given this unique human dynamic, the process of creating a branded, successful phone interaction is both an art and a science, requiring specialized expertise, extensive domain knowledge, and a wealth of practical speech application experience. Nearly 20 years of practical experience in using customer interaction solutions as a means to improve customer experiences gives Nuance Business Consulting the solid foundation necessary to act as a trusted advisor to enterprises.

The Voice Identity Program™ (V.I.P.), a consulting engagement offered by the Nuance Business Consulting practice, provides the upfront research and analysis required to develop an enterprise-wide voice branding strategy that aligns with overall corporate branding. Additionally, Nuance provides the development and market testing of a unique Voice Identity to be used across your enterprise's customer interactions. V.I.P. clients receive the following:

- Enterprise-wide analysis of corporate branding elements and strategies
- Detailed analysis of target market research, including casting study input and profiles of customer/caller populations, including why, how and when they call your company
- A Style Guide that outlines interaction guidelines for automated IVR applications, agent interactions, as well as email and chat interactions, consistent with your brand and unique voice identity.
- Development of a custom voice identity for use in speech systems and other telephone and audio channels.

V.I.P. is a critical first step in building a speech interface that engages callers, results in high adoption rates, and consistently conveys the desired brand identity throughout all your customer interactions. You never get a second chance to make a first impression; VIP gives you the ability to maximize first impressions and extend your valuable brand into your telephone channel. By establishing brand requirements and success criteria up front, this program ensures that you end up with an interaction that conducts a natural conversation with callers—using language and choices they easily understand—and maps directly to your company's critical business processes and enterprise-wide brand dimensions.

*The phone channel continues to be a critical medium for communicating your brand with the majority of your customers, given that more than 90% of customer interactions still take place via the phone.*

— ContactBabel research

*Research shows that you have 3 seconds to make your brand impression – that is how long it takes people to evaluate the voice on the other end of the line.*

### a four-phased approach

V.I.P. is a clearly defined consulting engagement that consists of the following phases:

#### **Phase 1: Audit**

Nuance Business Consulting will conduct a comprehensive brand audit, which consists of primary research, including facilitated client sessions and executive interviews as well as a comprehensive review of enterprise-wide branding strategies.

#### **Phase 2: Analysis**

Nuance Business Consulting will interpret the brand audit results, taking into consideration caller preferences and business objectives. Nuance ensures that your company's voice identity is driven by corporate brand dimensions and target caller requirements for consistent branding and a superior user experience. During this phase, Nuance provides a Voice Identity Requirements Analysis, which maps interaction opportunities to the company's desired objectives.

#### **Phase 3: Creative and Testing**

Using the research and analysis conducted in Phases 1 and 2 to guide the casting and design decisions, we arrange an online survey to quantify feedback related to voice talent options. Nuance then develops a Style Guide, which is a design reference tool for User Interface designers. The

Style Guide describes the dynamics of the desired caller interaction and provides a high level description of the test system voice or persona as well as detailed guidelines for verbiage and prompts. Using the Style Guide as a reference, Nuance can also present sample audio clips that illustrate the envisioned result. This process re-frames what is typically a somewhat haphazard translation of brand dimensions into a voice persona within the context of a proven process and clear quantitative deliverables. In this way, Nuance Business Consulting has helped many companies project their brand more effectively.

#### **Phase 4: Extending Your Brand Cross Channel**

If desired, Nuance can further evaluate a sub-set of existing pre-defined interactive media (such as online chat and/or agent scripts) and make recommendations for aligning the linguistic style of these channels with that in the Style Guide. The goal is to optimize the design strategy behind any other channel that also engages in a back-and-forth dialog with customers, as well as to foster enterprise-wide consistency and appropriateness when interacting with customers. . . regardless of their preferred service channel.

### 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](http://www.nuance.com/care).

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