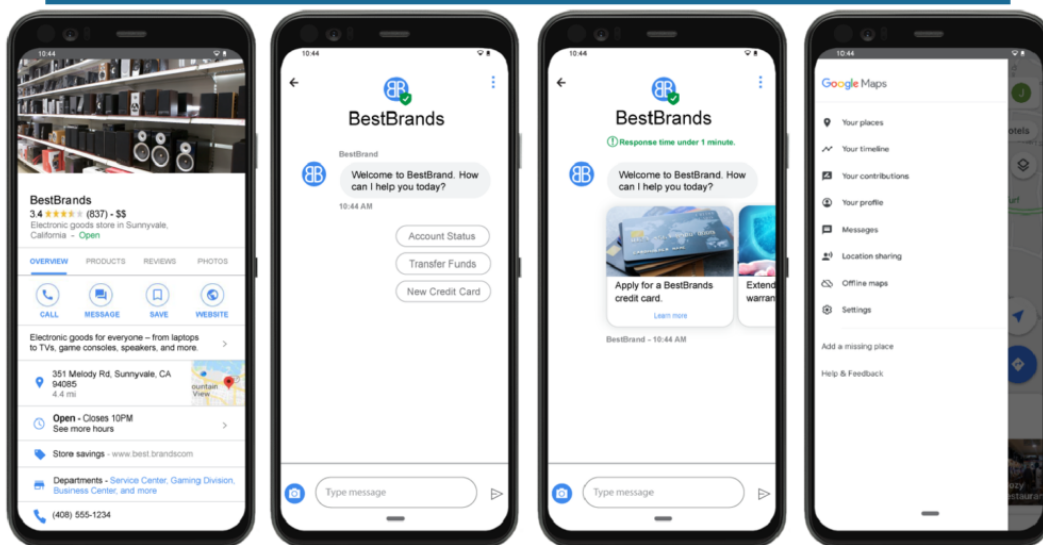


Customer engagement, Digital & messaging

# Nuance Adds Support for Google's Business Messages to Virtual Assistant and Live Chat Offerings

## Nuance Communications

June 25, 2020



The Nuance Intelligent Engagement Platform now seamlessly integrates with Google's Business Messages, enabling organizations to convert initial search interest into productive customer engagements. This latest integration comes on the heels of a series of enhancements Nuance has rolled out to enable customers to take full advantage of messaging to best serve customers on digital channels.

The Nuance Intelligent Engagement Platform now seamlessly integrates with Google's Business Messages, [which Google announced today](#), allowing organizations to extend their virtual assistant and live chat deployments to new digital channels.

[Google's Business Messages](#) let customers find and message organizations right from within specific Google products as a natural and convenient extension of their search, enhancing customer care with rich features like carousels and photos, that let businesses expand the conversation to drive loyalty, purchasing, scheduling, and upselling. By integrating this channel into the Nuance Intelligent Engagement Platform, Nuance enables organizations to convert initial search interest into productive customer engagements. This promotes a more seamless customer experience, reduces contact center call volumes, and increases digital interactions.

This latest integration comes on the heels of a series of enhancements Nuance has rolled out to enable customers to take full advantage of messaging to best serve customers on digital channels. Whether through third-party messaging applications, in-app experiences, or via SMS, Nuance offers robust asynchronous and real-time communication, proactive notifications, contextual movement between different channels, and comprehensive biometric authentication and fraud prevention capabilities.

Consumers are expecting to be able to engage with organizations seamlessly, no matter which channel they choose to use – from traditional phone calls to, increasingly, digital messaging. This means

enterprises need to support a variety of channels and high volumes of interactions in a customized way. By partnering with Google, Nuance enables organizations to extend their AI-powered engagement strategies to Google's Business Messages and answer customer inquiries in a way that is scalable, intelligent, and offers the best possible experience for the customer.

Nuance customers have seen first-hand the results of deploying intelligent messaging capabilities into their customer engagement strategies:

- A U.K. utility doubled its agent utilization after rolling-out asynchronous messaging within their branded application while lowering cost-per-contact compared to real-time engagements
- A major U.S. telco added a third-party messaging integration and now can manage more than one million conversations per month across messaging channels, increasing its CSAT by 15 percent
- A global transportation company added proactive notifications about schedule changes and allowed customers to respond to those notifications to continue two-way conversations with the brand – with a 98 percent recognition rate, 64 percent of those conversations were answered by the VA immediately, while 26 percent were sent to the best agent to handle

**Tags:** [Customer experience](#), [API development](#), [Intelligent virtual assistant](#), [Google Business](#)

## More Information

### **Nuance + Google**

Learn about Nuance's messaging capabilities and integration with Google's Business Messages

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