

Home & business productivity, Financial services

# Embracing digital tools to remain competitive

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Whatever your business objectives or industry, today, in order to grow and remain competitive and relevant, you need to embrace digital tools.

There isn't a day that goes by that I'm not reading about how one industry or another is being transformed by new technologies. While many organizations are researching or tapping into new digital tools, there are still countless others who have yet to embrace them, especially within areas of their business with large investments of resources and time, like documentation.

The fact remains, today, that driving efficiency and a better customer experience has some form of digital transformation at the helm, and if you've yet to capitalize on new technologies, you can't stay competitive. Not surprisingly, projections of worldwide spend in this area are [anticipated to reach nearly \\$2 trillion by 2022](#).

Financial advisors, for instance, are competing with the growing popularity of online investment advice platforms like robo-advisors, while also combatting ways to stay relevant, especially with a younger, more tech-savvy client base. If they want to propel themselves forward, they need to use [technology tools in financial services](#) to become more efficient and also enhance their client service.

Legal is another example of an industry that is shifting more and more each year towards digital technology. This profession, which is highly document-based, is using tools like [customized legal speech recognition](#) solutions to help them create and manage legal documentation, giving lawyers tremendous flexibility to capture and distribute accurate data within case management systems, and even more importantly, return that time back to client service.

When it comes to embracing digital transformation, it can only help to benefit your business – from improved efficiency, productivity, to a better client experience.

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