

Uncategorized

Apple Business Chat momentum grows, allowing consumers to message with their favorite brands

[Nuance Communications](#)

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Apple announced Tuesday a growing list of organizations who are rolling out Apple Business Chat as part of their customer engagement strategies, now allowing consumers to contact them the same easy convenient way they do their friends.

As one of the Customer Service Platform (CSP) providers for Apple Business Chat, Nuance has seen growing interest from large enterprises who want to expand the intelligent customer engagement strategies that have been successful on traditional phone, mobile and web channels to emerging messaging applications. This is not surprising as messaging has become one of the top means of communication today – according to [Forrester](#), in the US alone, 75% of US adults send or receive text messages daily.

Early adopters and industry leaders in customer experience have selected the Nuance CSP to deploy Apple Business Chat. A leading telco company has already seen the service making impact after deploying with Nuance, noting 88% of customer issues were resolved at the first point of contact. The organization has also seen positive customer reaction to the new capability with individuals noting “iMessage to receive support is smooth as butter” and that Apple Business Chat “makes life so much easier and makes the company feel easier to reach and chat with.”

The Nuance Intelligent Engagement Platform allows organizations to extend customer engagement to more channels, combining virtual assistant messaging with AI tools for agent-assisted messaging to enable personalized engagement with millions of incoming customer messages – overcoming the volume barrier that can make the transition to messaging a challenge for brands.

Over 6,500 enterprises have selected Nuance as a part of their customer engagement solutions, including Coca-Cola, Delta Airlines, FedEx, The Commonwealth Bank of Australia, Swedbank, TalkTalk and USAA. Nuance automates and enhances an estimated 16 billion customer interactions a year across voice, text and digital channels.

Learn more on Nuance Customer Service Messaging and the Apple Business Chat integration [here](#).

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