Own the
conversation.

Top 10 reasons to use Nuance Mix
for conversational AI applications.

Nuance® **Mix**

Own the Conversation

Customers demand ever improving experiences and consistent engagements across channels. How do you deliver on these heightened expectations for intelligent, conversational experiences—while at the same time, reducing your reliance on external vendors, addressing internal skills shortages, and high costs?

With Nuance Mix your organization can truly own the conversation with access to powerful DIY tools and APIs that empower you to create intelligent, enterprise-grade, AI-powered apps on your own terms–all with the confidence that you are never alone. Nuance's highly specialized conversational design teams are always on hand to provide as much or as little help as you need.

Consider these 10 big reasons why Mix is for you…

#1 Trusted by Fortune 100.

Seventy-five percent of Fortune 100 companies trust Nuance Mix's proven speech and natural language understanding (NLU) deep learning technologies that support more than a dozen unique languages—allowing you to create solutions in multiple languages that can be deployed across geographies or in multilingual markets.

#2 Market-leading expertise in conversational design and collaborative models.

You decide whether you want to build on your own or tap into Nuance's expertise in conversation design. Our global professional services team and trusted partners can provide as much or as little assistance as you need. This unique offering gives you the freedom to decide whether you want to handle the project yourself, leverage Nuance's experience and expertise, or rely on us to manage the project from end to end.

Plus, we can provide ongoing support as needed and help you optimize your application to achieve the desired results. By collaborating with Nuance professional services, you can bring a product to market quickly while building expertise internally.

#3 Support for the full development lifecycle.

While most conversational design tools cater to the developer and data/speech sciences, only Nuance Mix provides tools for the entire software development lifecycle (SDLC) from design through testing and QA.

Multiuser, role-based access control ensures everyone in the team, both technical and business users alike, can securely collaborate on projects across the full development lifecycle.

#4 Zero-coding drag-and-drop UI.

Conversational design tools are easy to use with zero coding, so it's easier than ever to create conversational experiences without the need to wait for scarce development resources or rely on external expertise. From simple FAQ-type chatbots to sophisticated, personalized VAs (virtual assistants) and IVRs, Mix allows you to configure the call flow logic without coding.

#5 Reuse designs for omnichannel experiences.

When building conversational user experiences, you don't want to stop at a single channel. Nuance ensures that any virtual assistants and chatbots created in Mix can be deployed to all channels, including IVR, mobile, web, smart speakers, messaging and social media messaging channels. This ensures that you can reach your customers wherever they choose to interact and provide a seamless and consistent user experience and customer journey.

#6 Freedom to deploy where you want.

Nuance Mix is one of the few conversational design tools that lets
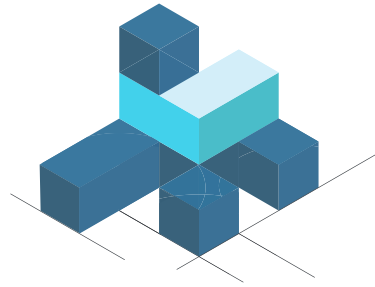
NUANCE

you deploy your finished solutions either on premises or in the cloud. Nuance can host the solution, for a hassle-free deployment and a superior customer experience that is reliable, secure, and compliant. At the same time, enterprises that require on-premises or virtual private cloud (VPC) deployments to comply with data security and privacy regulations can do so and still benefit from a cloud-native software stack.

#7 Accelerate time to market and protect your investments.

APIs allow you to integrate with other systems, both for runtime integration with existing backend systems and front-end solutions, and for automation of version control and promotion flows. Vertical templates allow you to create solutions quickly for specific industries. Additionally, drag-and-drop dialog flow design and NLU modeling tools allow for quick changes, without coding or extensive conversational design expertise.

#8 Easily test and fine-tune your design.

Designers can create automated test case scenarios to ensure the quality of natural language understanding, speech recognition, and dialog logic. A feedback loop from production data back into the development environment helps with continuously improving the accuracy and value of your applications.

#9 Learn fast with pre-built designs, tutorials, and forums.

Mix gives you more than just development tools. Expert-built models provide a starting point for DIY, while tutorials and forums help novices learn to think like a design expert and build conversational design skills quickly. You'll find everything you need to accelerate activities throughout the development lifecycle.

#10 Real-time control.

Nontechnical users such as business analysts, contact center managers, marketing staff, and more, can apply live changes to deployed IVR or chatbot applications in real time. Change menu prompts on the fly or adjust routing rules without impacting the live application – accelerating the time to update the customer's experience.

Build your innovation on ours.
For more than 25 years, Nuance innovations have constantly redefined what's possible with speech recognition, speech synthesis, and NLU technologies. And with Mix you can take advantage of our industry leadership in conversational AI, our proven UI and UX best practices, and our deep domain expertise across a range of verticals.

When you create with Nuance Mix, you'll create more than just a chatbot—you'll create conversational AI apps that deliver real, measurable business outcomes.

Ready to own the conversation?
Find out more at nuance.com/mix

About Nuance Communications, Inc.
Nuance Enterprise is reinventing the relationship between enterprises and consumers through customer engagement solutions powered by artificial intelligence. We aim to be the market leading provider of intelligent self- and assisted-service solutions delivered to large enterprises around the world. These solutions are differentiated by speech, voice biometrics, virtual assistant, web chat and cognitive technologies; enabling cross-channel customer service for IVR, mobile and web, Inbound and Outbound; and magnified by the design and development skill of a global professional services team. We serve Fortune 2500 companies across the globe with a mix of direct and channel partner selling models.

NUANCE