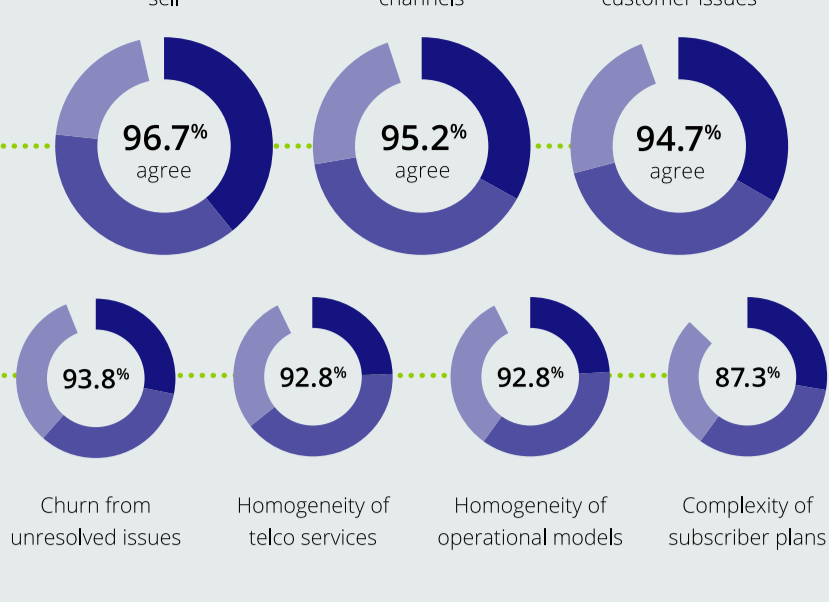


Will biometrics and AI/ML be the future of telco customer care?

Why are operators investing in customer care?

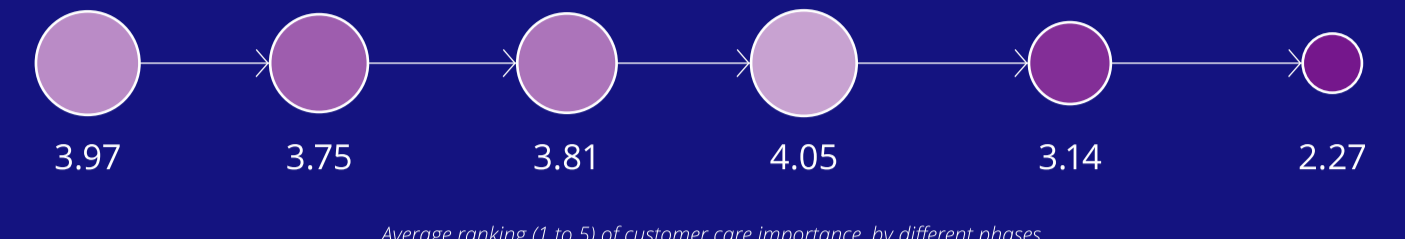
Better engaged customers enable operators to address emerging opportunities and challenges



Percentage of operators who agree, by type of opportunities and challenges driving emphasis on customer care*

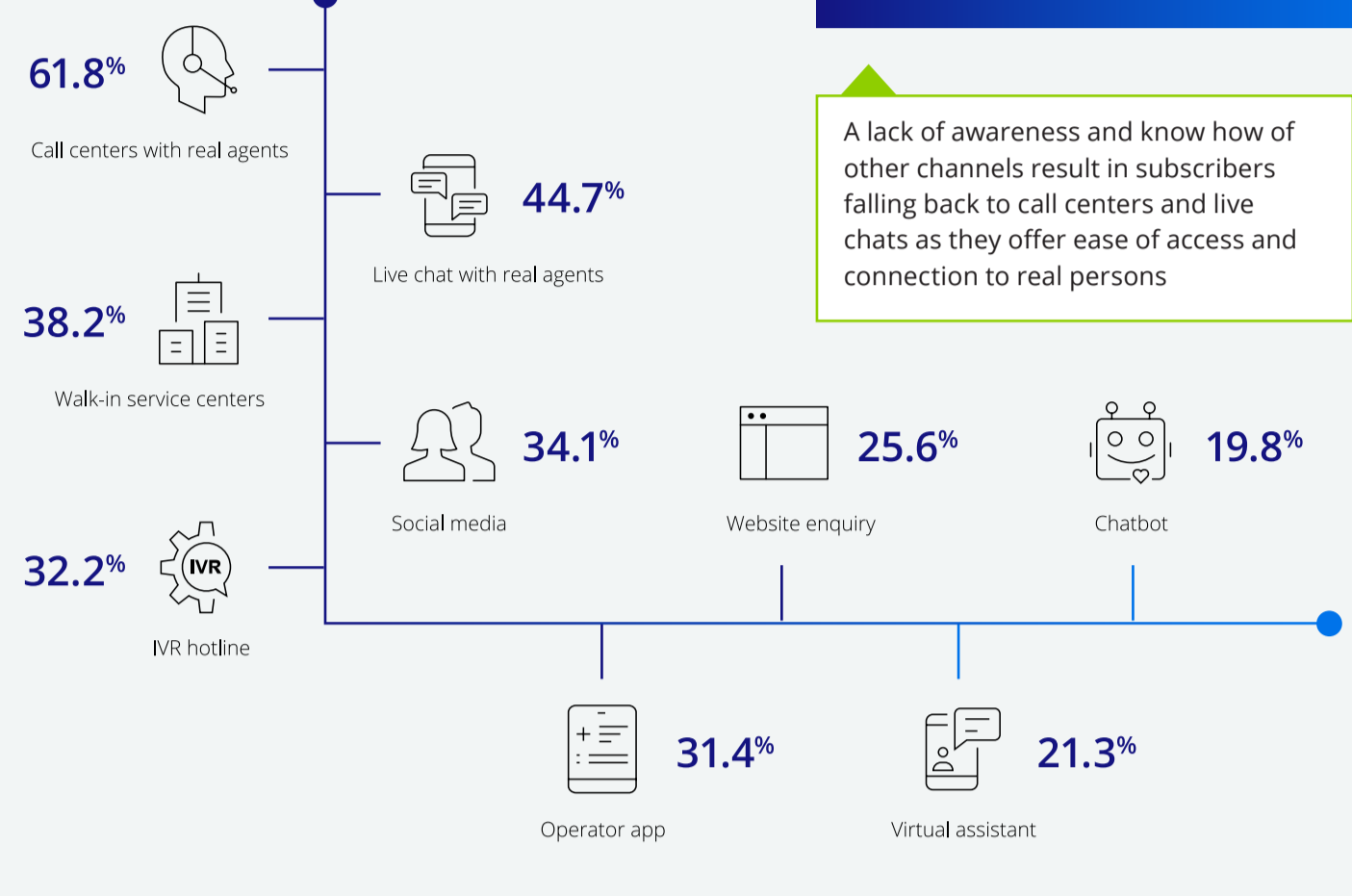
When is customer care most important?

Customer journey phases



Average ranking (1 to 5) of customer care importance, by different phases

Percentage of operators who rate 'very popular', by type of channels



Which are the most popular channels for customer care?

A lack of awareness and know how of other channels result in subscribers falling back to call centers and live chats as they offer ease of access and connection to real persons

Operators continue to grapple with a high dependency on human intervention, in-silo management and susceptibility to security / fraud risks

Percentage of operators who agree, by type of customer care gaps

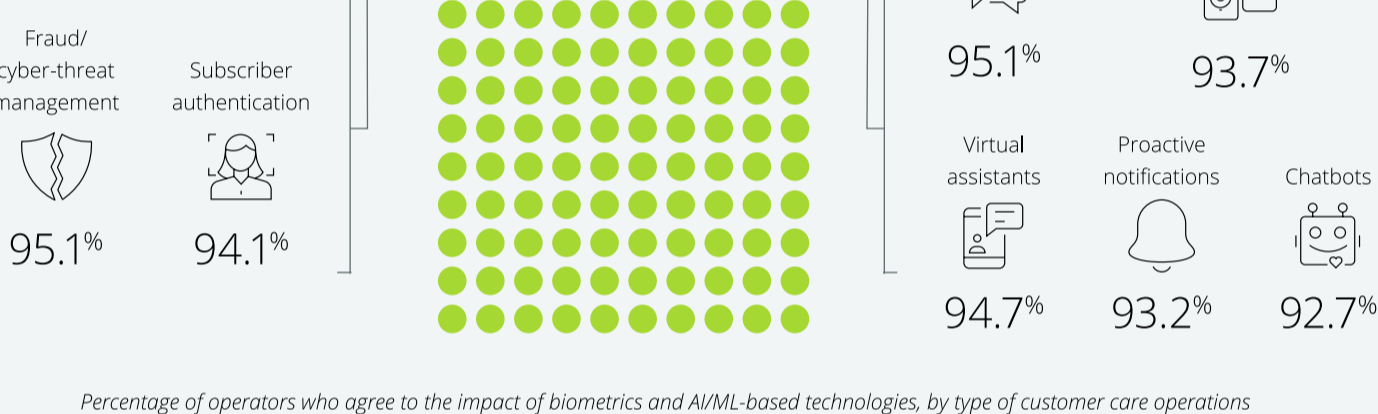


Can biometrics and AI/ML-based intelligence address customer care gaps?

Biometrics enables real-time subscriber identification and detection of anomalous behaviour

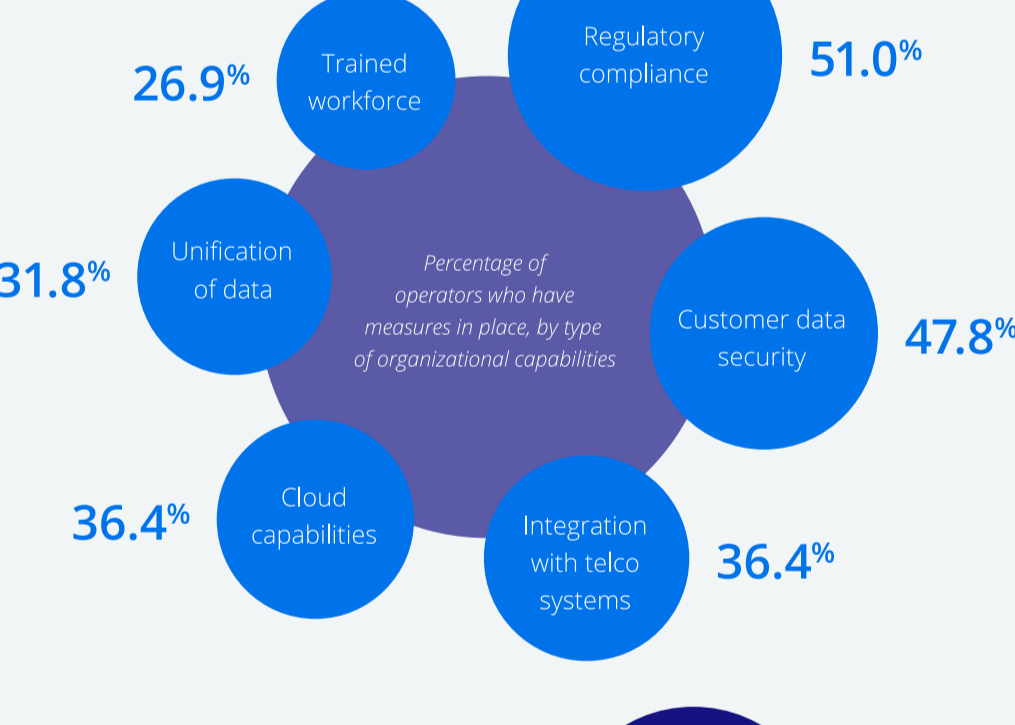
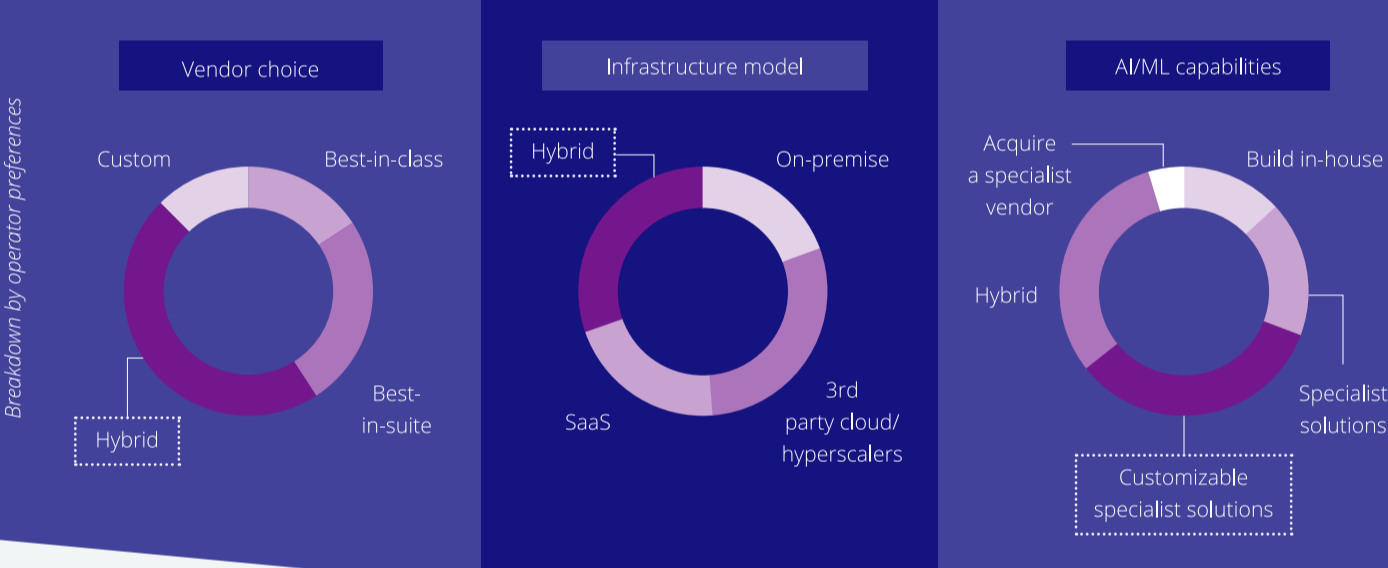
Yes, according to more than 92.7% of operators, they have seen biometrics making an impact in care operations

AI/ML-based intelligence delivers conversational intelligence and enables automation, for operator customer care interactions



Percentage of operators who agree to the impact of biometrics and AI/ML-based technologies, by type of customer care operations

Preferred implementation models



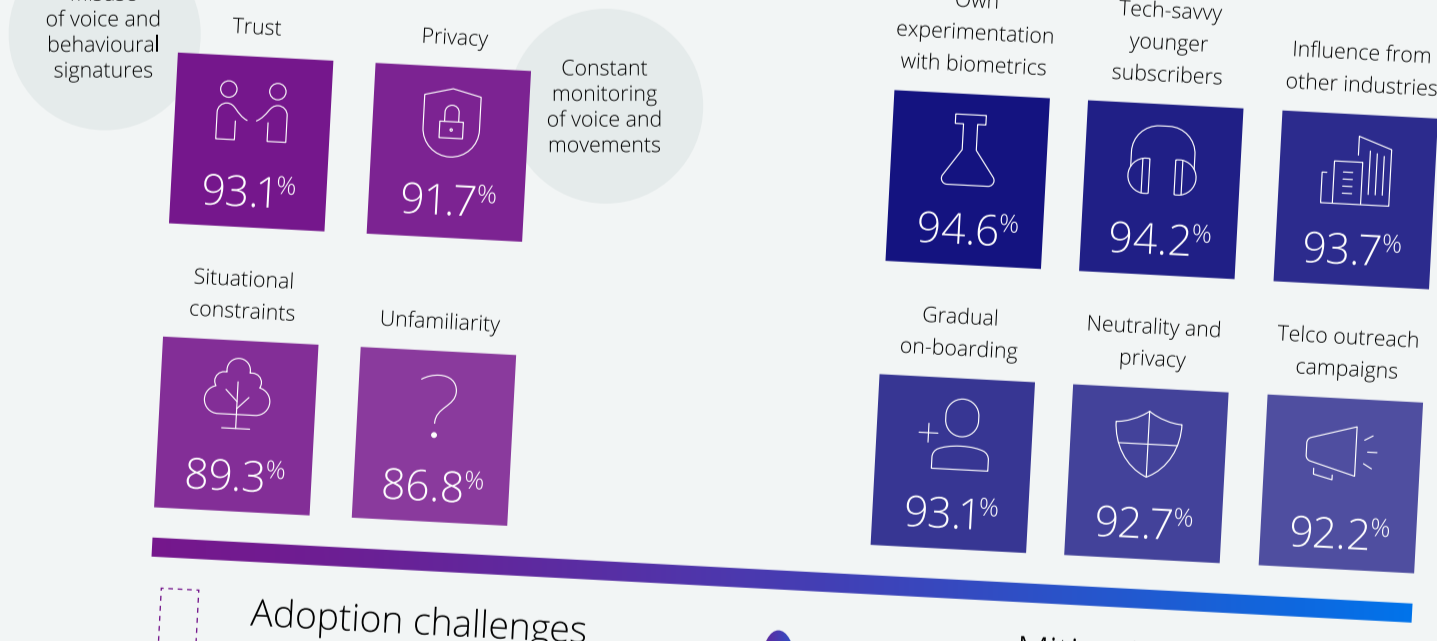
How prepared are operators in terms of organizational capabilities?

Operators admit they are at different levels of readiness

Subscriber hesitance

Mitigation factors

Biometrics



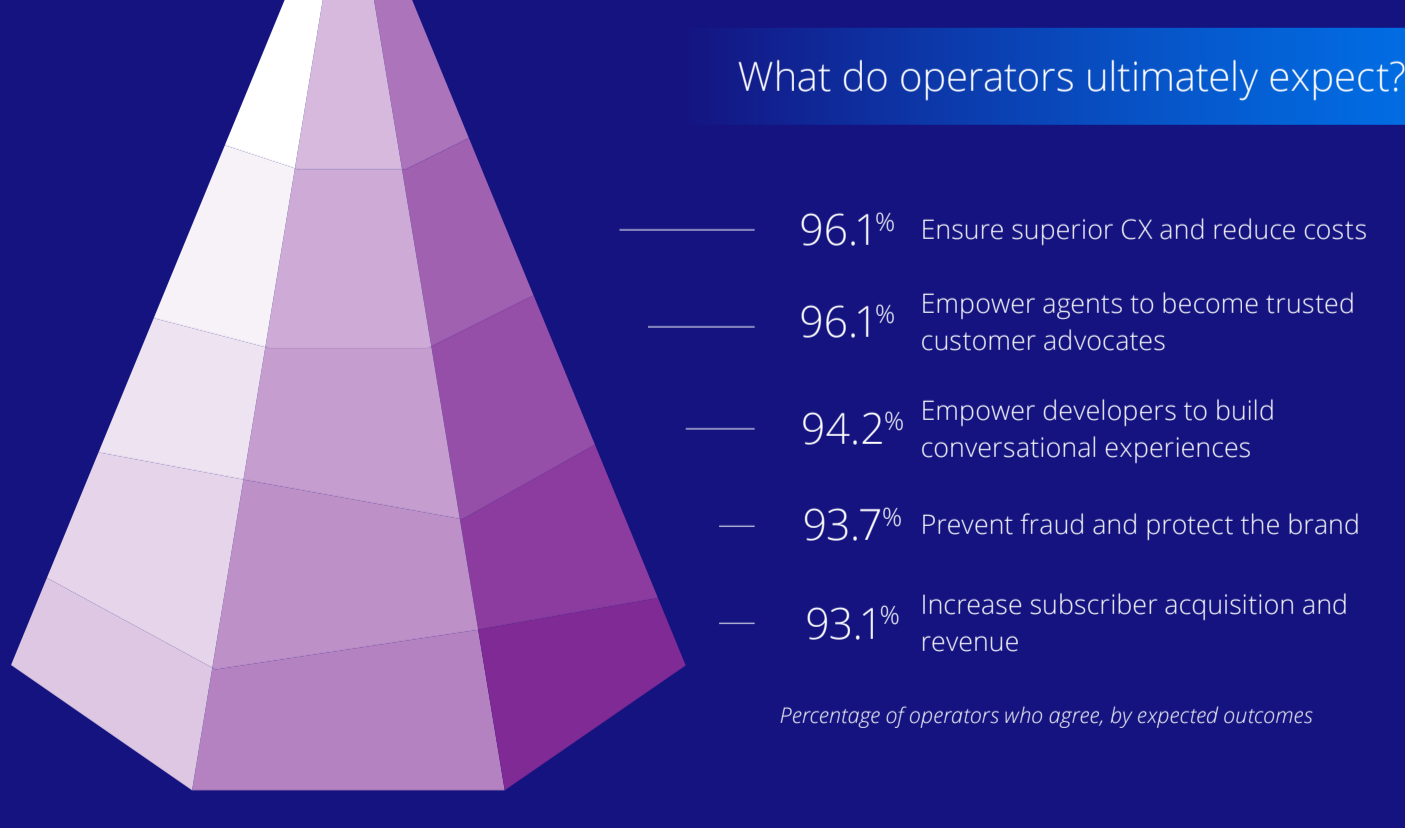
Adoption challenges

Advanced biometrics solutions can seamlessly address these perceived challenges

Mitigation factors

Percentage of operators who agree, by type of challenges and mitigations

What do operators ultimately expect?



Percentage of operators who agree, by expected outcomes

*Based on research report 'How Operators are Putting CX First with Biometrics and Artificial Intelligence', 2022

Learn more

Stop fraud at the source with advanced biometrics

Nuance Gatekeeper

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Creating secure, seamless experiences: a telco case study

Nuance Gatekeeper

Read case study

Fine-tuned intelligence for conversational experiences

Nuance Contact Center AI

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See how Nuance's suite of omnichannel customer engagement solutions can enhance your customer care operations and deliver greater customer experience at <https://www.nuance.com/omni-channel-customer-engagement.html>