



National
Innovation
Awards

United Kingdom

Tuesday, March 20th 1pm – 2pm GMT

VIRTUAL CUSTOMER ASSISTANT

Award Winner's Webinar & Q&A



YOUR INVITATION

In December **Nuance** won the final for the **Virtual Customer Assistant** category of the **UK National Innovation Awards**.

You are cordially invited to attend the **Winner's Webinar** on Tuesday, March 20th at 1pm – 2pm GMT

The webinar will be presented using the GoToWebinar platform and accessed via your computer or any mobile device

There is **no charge**; you are invited as our guest.

BOOK YOUR PLACE

Register to attend via the link below:

<https://attendee.gotowebinar.com/register/2596147453080972546>

ATTEND & LEARN

Discover how Nuance won the Nationals.

This webinar will show how Nuance virtual assistant **Nina** is

1. **Reinventing** the relationship between companies and consumers through sophisticated machine learning and AI solutions
2. **Innovating** through
 - **Omni-channel Engagement** – Adding touchpoints vs guiding customers, consistently
 - **Humanising Self-Service** – Making machines act more 'human' is only part of the story
 - **Machine Learning** – Who teaches machines is incredibly important ... and how
 - **Continuous Improvement** – Understanding demand and enhancing value with agility
3. **Delivering** 'Real World' business value to companies

Following the Briefing, Jon Snow will host a **Q&A** session, inviting the audience to ask the questions.

CAN'T MAKE IT

If you can't make the live presentation on March 20th, simply register as normal via the link above and we will forward the video recording after the live broadcast.

INVITE COLLEAGUES

Your colleagues and connections are more than welcome to attend this Winner's Webinar. Simply forward this invitation to them.



UK NATIONAL INNOVATION AWARDS

The **UK National Innovation Awards** (the Nationals) have been designed by the Directors' Club United Kingdom to recognise business technology innovations and their impact on customer experience, employee engagement, operations performance, product creation, and profitable growth.

As technology and innovation are at the heart of this initiative, we decided to totally reimagine the concept of B2B recognition and award giving.

The outcome is a unique programme that uses an all-digital platform to execute the entire awards process (with the exception of mailing the winner's trophy).

Our aim is to have an as-near-as-possible zero carbon footprint and environmental impact.

Directors' Club United Kingdom is dedicated to promoting the success and growth of all businesses in the United Kingdom. Therefore, the Awards categories are open to all technology developers worldwide who are doing business in the UK.

<http://nationalinnovationawards.org.uk>

DIRECTORS' CLUB UNITED KINGDOM

Today's **Directors' Club United Kingdom** has its origin as a supper club in London's Mayfair. The Directors' Dining Club, as it was known, had its home at Claridge's Hotel and brought together business leaders of the day to discuss trends and disruptive forces for change.

In February 2010, Jon Snow (founder and chairman) re-constituted the dining club as the *Directors' Club* and so a business lifestyle and networking institution was born.

The Club motto **To endeavour. To achieve** captures the spirit of the organisation and the ambitions of its members.

Membership is by invitation.

<http://directorsclub.org.uk>