

NUANCE USES VIDEO WEBCASTING TO DRIVE EMPLOYEE ENGAGEMENT

Success Story

CHALLENGE

After a number of recent acquisitions, keeping employees well-informed and connected was an ongoing challenge for Nuance. Fostering a consistent culture across the organization to sustain productivity became a top priority.

SOLUTION

Thomson Reuters provides an end-to-end solution featuring live webcasting (video and synchronized PowerPoint slides) and complete production services. With these capabilities, Nuance delivers its quarterly employee meetings to a global workforce in twenty countries. Real-time Q&A functionality on the webcast platform allows for interaction between employees and senior management during the event. Onsite producers from Thomson Reuters manage the setup of audio-visual needs as well as signal acquisition to ensure a high-quality, uninterrupted video stream to Nuance employees.

RESULTS

Of the company's 3,500 employees, half participate in the Nuance employee meetings in real-time via the live video webcast. The one-stop solution Thomson Reuters provides (video webcasting and all production services) gives the corporate communications team at Nuance the ability to refocus their time and energy on preparing their messages to employees instead of managing multiple vendors and event details.

Assimilating a new group of employees into an organization following an acquisition is a challenge for even the most experienced corporate communications team. Ensuring a high level of workforce engagement after two or three acquisitions within a short timeframe is an impressive feat. Nuance, the world's leading provider of speech and imaging solutions for businesses and consumers, faced this situation with a growth strategy that led to the acquisition of ten companies in two years.

"It's been a challenge to keep employees well-informed and connected with each other," says Richard Mack, Vice President, Corporate Communications at Nuance. "But we've found success in an environment of change with a well-organized employee communications strategy and by leveraging the Web."

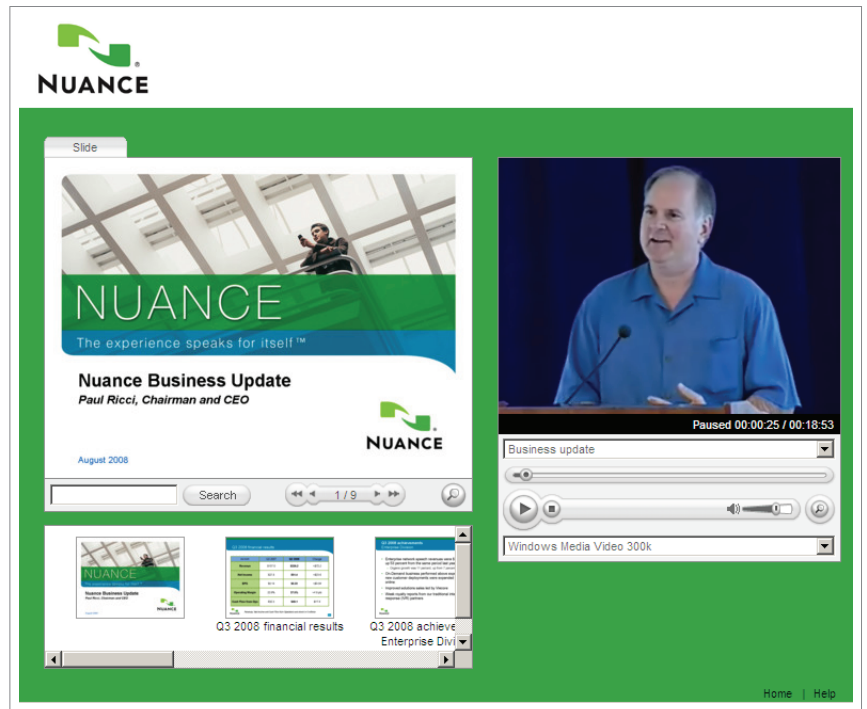
"One of the reasons we chose Thomson Reuters is that they have the experience and service level that we require as a global leader in communications. It's not just their technology that demonstrates a high quality standard. They also have teams behind the scenes that I've built relationships with and rely on throughout the process. They give me peace of mind."

Richard Mack
Vice President, Corporate Communications
Nuance

3,500 EMPLOYEES, 20 COUNTRIES, ONE NUANCE

Headquartered in Burlington, Mass., Nuance has more than 3,500 employees in twenty countries, many working virtually from home. "As a global company, one of our main objectives is to drive a consistent corporate culture throughout our organization," says Mack. "We try to educate employees with a broader perspective of what it means to be a part of Nuance to prevent regional silos. One of the ways we do this is through our quarterly employee meetings."

Each quarter, senior management engages employees from around the world in a presentation that covers topics ranging from performance updates and key business objectives to details on any recent acquisitions.



With live video webcasting from Thomson Reuters, Nuance delivers its quarterly employee meetings to a global workforce. The results? Half of the company's 3,500 employees participate in the events from the comfort of their own computers.

All of this is captured and delivered by Thomson Reuters in a live video webcast accessible by any employee with a computer and Internet connection. "Our workforce is so spread out, and in today's economy, we are trying to limit the costs associated with travel," says Mack. "Thomson Reuters has a webcasting solution that touches all the senses and allows our employees to interact with senior management on a much more frequent basis. It's the next best thing to an in-person meeting and the success is measurable." According to Mack, half of Nuance's employees participate in the live webcast. Those who can't attend in real-time can access the on-demand presentation at a more convenient time.

CONNECTING EMPLOYEES WITH SENIOR MANAGEMENT

More than just a method of delivering communications from senior management, live webcasting allows employees at Nuance to become active participants in the meetings, wherever they are located. "The quality of the video webcast is great, but what we really like is the interactive functionality of the platform," says Mack. "During these employee meetings, I'm fielding questions from around the world and it's easy for me to moderate and queue them up for our executives. It really makes an impact when an employee on the other side of the world can see and hear our CEO answer one of their questions personally."



In addition to streaming the employee meetings live across the Web, Thomson Reuters handles all onsite production services for Nuance including supplying microphones, public-address systems, podiums and risers. "There are so many moving parts that have to be managed in the execution of each event," says Mack. "Working with one provider saves our team time and energy. It allows us to focus on helping our executives prepare for the meeting."

GLOBAL REACH, LOCAL TOUCH

Each of the more than 25,000 webcasts Thomson Reuters delivers annually is assigned a dedicated event manager who acts as a consultative partner to the client from venue selection through post-event measurement. "One of the reasons we chose Thomson Reuters is that they have the experience and service level that we require as a global leader in communications," says Mack. "It's not just their technology that demonstrates a high quality standard. They also have teams behind the scenes that I've built relationships with and rely on throughout the process. They give me peace of mind, even when there are challenges or plans change." Mack recalls one instance in which the Nuance employee meeting was rescheduled 48 hours before it was to go live. "I just needed to make one phone call and I knew all the details would be handled. And it was, thanks to the people at Thomson Reuters."

ABOUT NUANCE (NASDAQ (GS): NUAN)

Nuance is the leading provider of speech and imaging solutions for businesses and consumers around the world. Our technologies, applications and services make the user experience more compelling by transforming the way people interact with information and how they create, share and use documents. Every day, millions of users and thousands of businesses, experience Nuance by calling directory assistance, getting account information, dictating patient records, telling a navigation system their destination, or digitally reproducing documents that can be shared and searched. Making each of those experiences productive and compelling is what Nuance is all about.

We comprise the world's largest portfolio of speech and imaging products backed by the expertise of our professional services organization and a partner network that can create solutions for businesses and organizations around the globe. So whether it's switching to speech to improve customer service or business productivity, or simplifying the way people work with documents, Nuance has the solution.
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