



NUANCE AND MICROSOFT BUILD THEIR CUSTOMER EXPERIENCE PIPELINE WITH GLOBAL BRANDS

OCTOBER 2022



Summary

Creating great customer experiences is at the forefront of every B2C and B2B company, with customer care teams feeling the pressure like never before. Customer expectations are high, competition is fierce, and contact center retention continues to experience high turnover. McKinsey's 2022 State of Customer Care Survey demonstrates just how much pressure customer care leaders are under, where the top three goals going into 2023-2024 are talent retention, simplifying customer experiences, and creating digital care and analytics systems. Nuance, now part of Microsoft, sits at this intersection with their customer engagement solutions, which is where this story begins.



SERVICES PROVIDED

- Campaign strategy
- Campaign execution and management
- Creative support

HOW MERIT MILE HELPED:

- Quality Assurance
- Vetting ABM Partners
- Content Syndication

MERIT MILE

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Challenge

Microsoft and Nuance had made strategic investments in building their marketing and sales pipeline by partnering with industry-leading brands **HIMSS**, **Forrester**, **Reuters**, and **The Economist** to develop webinars focused on improving customer engagement and customer experiences. These highly credible and independent brands were bound to garner the attention of potential buyers, but a programmatic and predictable method for driving registrations and attendance was missing. Each of the webinars was associated with different and very specific market segments—company size, industry, GEO, and titles—which required a rifle, not a shotgun approach to driving demand.



Offsetting the looming physician shortage

What are you doing to attract and retain physicians?

90K physician shortage projected by 2025	83.7M people 65 and older by 2025
42% of physicians are burned out	\$4.68B added to the cost of provider burnout
\$2M+ annual revenue loss of one physician vacancy	\$250K cost to recruit one physician

The impact of Covid

50% less productivity	64% less revenue	21% less revenue	15% less productivity
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Meet the Nuance Dragon Ambient eXperience (DAX)
Automatically document care with clinical documentation that writes itself™

- Increase operational efficiency**
 - 7 minutes saved per encounter
 - 50% reduction in documentation time
 - 3-5 appointments added per clinic day on average
- Boost physician satisfaction**
 - 93% of physicians would be disappointed if they no longer had DAX
 - 79% of physicians state DAX improves documentation quality
 - 9 out of 10 of physicians recommend DAX
 - 70% reduction in feelings of burnout and fatigue
- Improve the patient experience**
 - 83% say their physician is more personable and conversational
 - 81% say their physician is more focused
 - 75% say their physician spends less time on the computer

Discover how Nuance DAX can benefit your organization.
Hear the patient perspective & find physician satisfaction & increase operational efficiency

[Learn more](#)

Solution

Merit Mile took the reins, vetting numerous account-based marketing (ABM) and content syndication partners. We focused our evaluation criteria on the partners' ability to reach the demographics and firmographics of the prospect audience, target specific accounts and titles against lists provided by the client, the robustness of the media platform's reporting capabilities and dashboards, and of course, cost per lead (CPL).

After doing our due diligence, we selected four partners to run the campaign with—**HIMSS**, **Demand Science**, **Madison Logic**, and **BrightTALK**—that met the campaign criteria. A multi-partner approach was selected to maximize the reach of the campaign, accelerate the pace of lead delivery, provide flexibility to scale up/down a particular campaign, and mitigate risk. Each partner had a committed goal to deliver a set number of marketing qualified leads (MQL) against an aggressive timeline. For each of the campaigns, Merit Mile provided a creative and content strategy to ensure each webinar was optimized for search, display, and creative appeal.

Healthcare IT News

Improving Financial Performance with the Nuance Dragon® Ambient eXperience™
Reducing documentation time, gaining additional revenue

Download Now

First Name:

Last Name:

Email Address:

Company:

Job Title:

Work Phone:

Country:

[Submit](#)

Read this whitepaper and discover the financial benefits of Nuance DAX:

- Reducing patient leakage, with 83% of surveyed patients saying their Nuance DAX-using physician is more personable and conversational



Results

Once the campaign structure was ready and approved by Microsoft and Nuance, Merit Mile and our four partners ran the campaigns over three months. A benefit of working with a globally trusted demand generation partner is the ability to define guaranteed lead criteria and give our clients the confidence that they will receive the type and volume of leads they are expecting – without question. Throughout the life of the campaigns, Merit Mile handled the critical (and often overlooked) role of lead quality assurance, addressing any replacement leads (for example, a bad email address), weekly reporting, and managing client campaign dashboards. Without a partner like Merit Mile managing campaign execution, these time-consuming and detail-oriented responsibilities would fall on the client marketing manager.

Microsoft + NUANCE

Gaining the retail CX edge: How to align technology and talent

LIVE WEBINAR WITH A LEADING ANALYST, NUANCE, AND MICROSOFT

June 14, 2022 | 1:30 pm - 2:30 pm ET

Save your seat

Microsoft + NUANCE

Gaining the retail CX edge: How to align technology and talent

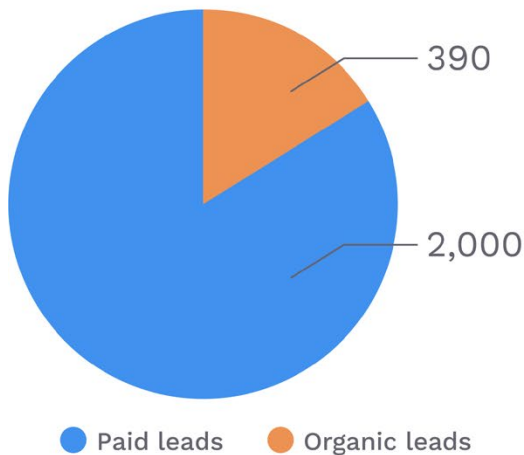
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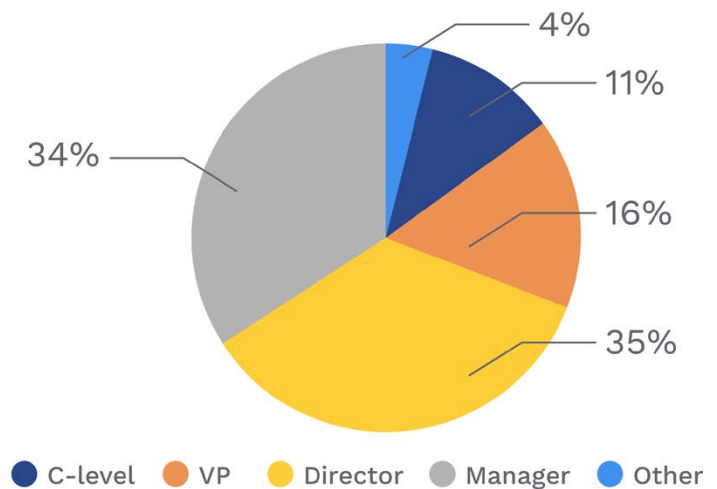
Save your seat

On target, on budget, and on pace, Merit Mile delivered against the collective campaign goals, **yielding 2,000 qualified leads**. An additional 390 organic leads were also delivered, bringing the collective campaign total to 2,390 and counting. The campaigns successfully reached the desired senior level decision making audience, with a composite of C-level (11%), VP (16%), Director (35%), and Manager (34%) titles.

Campaign Results



Roles Reached



As the campaign was running, Microsoft and Nuance were able to feed the leads into a series of ongoing nurture streams for further engagement. Once the campaigns were complete, Merit Mile developed campaign summary and analysis reports, and conducted post-mortem sessions with the partners, Microsoft, and Nuance.

Deliverables

- Campaign strategy
- Campaign execution and management
- Creative services

To view more Public Relations and Marketing case studies, please visit MeritMile.com/case-studies. And for more information or to arrange a conversation with a Merit Mile Marketing specialist, please email us at Hello@MeritMile.com or call us at 1-561-362-8888 today!



About Merit Mile

Established in 2007 in Boca Raton, FL, Merit Mile is a marketing services provider focused on helping companies and corporate marketing departments build brands, drive sales revenue, and garner publicity in their respective industries. Our unique differentiator at Merit Mile is our ability to 100% own the message, the publicity, and the demand generation aspects of the corporate marketing function. Clients hire us and rehire us for our ability to refine their messaging/value proposition, develop top and mid-funnel leads, and get the type of editorial publicity that differentiates them from their competitors. From branding to PR to demand generation, Merit Mile is the high-octane fuel that invigorates corporate growth engines.

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