# NICE

CXone Solution Overview

The New Standard for Exceptional Customer Experiences

Make experiences *flow*

About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

www.nice.com
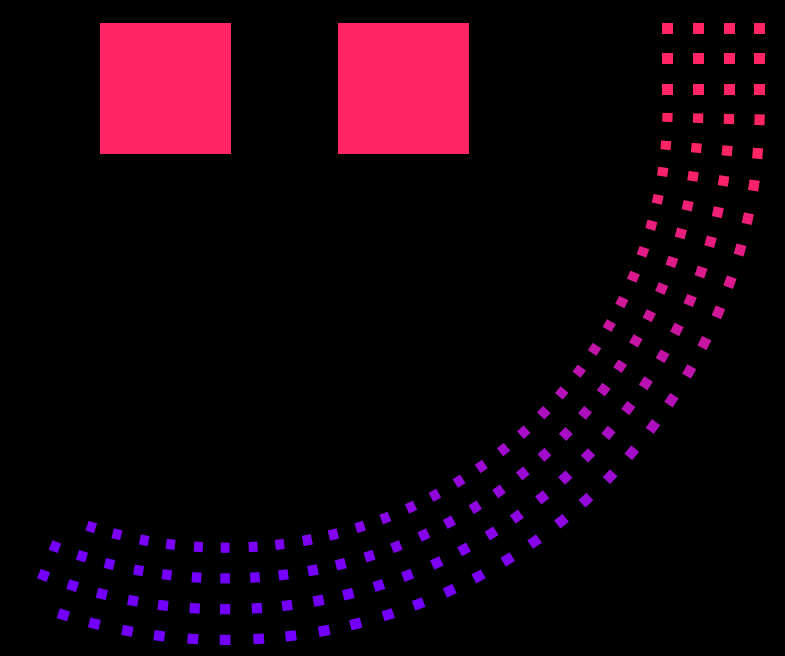
ENSURE EVERY INTERACTION IS A CUSTOMER EXPERIENCE INTERACTION

Every interaction with your customers is an opportunity to elevate your brand and improve customer experience. But if interactions occur across a patchwork of disconnected systems, the result is a disjointed experience for everyone.

NICE CXone is the first and only complete cloud-native CX platform that delivers seamless AI-infused experiences across the entire customer journey, enabling fast resolution for every interaction.

Intelligently meet your customers at any touchpoint, enable resolution through data-driven self-service, and empower your employees and agents to successfully resolve any need—all while creating more efficient, cost-effective operations. Only CXone embeds artificial intelligence (AI), trained on the world's largest labeled CX dataset, across the platform, to deliver frictionless experiences every time.

By recognizing every interaction as a measure of customer experience, CXone ensures every customer journey is connected, intelligent, and complete.

DELIVERING EXCEPTIONAL CX, ONE INTERACTION AT A TIME

ENTRY POINTS
Increase satisfaction by giving your customers a smart start to every journey—everywhere and anywhere—with knowledge and engagement across digital and voice channels.

JOURNEY ORCHESTRATION
Seamlessly guide customers through their personalized journey with AI-powered routing across self-service and human-assisted experiences.

SMART SELF-SERVICE
Empower your customers to resolve needs when, where, and how they want, with self-service that works every time through conversational AI, knowledge management, and proactive outreach.
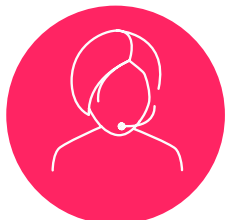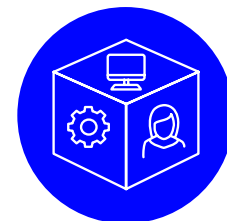
EMPOWERED AGENTS
Drive employee and agent satisfaction and success with real-time information and guidance for fast, personalized, and informed human interactions.

COMPLETE PERFORMANCE
Increase efficiency and reduce operational costs with the ability to leverage analytics and purpose-built AI for continuous CX improvement.

AI-DRIVEN CX
Improve productivity by building the right self-service & agent-assisted journeys faster with Enlighten AI, purpose-built for CX and trained on the industry's largest labeled dataset based on real consumer conversations.

OPEN CLOUD FOUNDATION
Champion innovation through an extensible, enterprise-grade platform that scales securely, deploys quickly, and services customers globally.

PROVEN & TRUSTED CX INNOVATOR
With 30+ years as a CX innovator and market leader in AI, NICE has earned the trust of 25,000+ organizations worldwide as a transformative partner.

ELEVATE CX WITH EVERY INTERACTION AND EVERY JOURNEY

Intelligently engage your customers at any touchpoint

Ensure every interaction is personalized, contextual, and frictionless throughout the customer journey.

- Enable all entry points for digital and voice interactions from a common platform.

- Enjoy native support for seamless transition across all channels, including text messaging, social media, mobile apps, and even bring your own channel.

- Create and execute workflows of self-service and agent-assisted interactions across the entire breadth of your customer channels.

- Make smarter, more informed management decisions with intuitive dashboards that deliver both real-time and historical insights on key CX metrics and trends.

- Capture and act on contextual, conversational customer and agent feedback across all of your customer touchpoints.

- Provide customers a seamless experience for friendly and helpful conversations across all customer service channels, whether self-service or agent assisted.

Empower employees and agents to successfully resolve any need

Optimize agent performance for all customer interactions and to consistently deliver extraordinary experiences.

- Empower agents to manage all customer engagements holistically and efficiently in a single workspace.
- Gain personalized insights and scorecards to improve your agents' performance by providing coaching, gamification, leaderboards, and a motivating virtual storefront for awarding prizes. It's an engaging, rewarding path to providing performance and transparency that leads to exceptional customer experiences.

- Engage consumers based on trusted company knowledge while aligning each response with brand and business goals using conversational AI that acts as the brand's best employee, creating fully personalized experiences.
- Give employees a by-their-side conversational AI experience, acting as an empowerment booster, and producing accurate, informed, brand-specific, prompts. Promote smarter guided interactions, AI-driven personalized coaching, and offloading of repetitive tasks, leading to better agent and customer experiences.
- Use bullseye routing to ensure the most prepared agent is matched with and enabled to resolve customer need.

Enable fast resolution through AI-driven self-service

Scale human connections by empowering customers and employees with answers through AI-and data-driven self-service and knowledge management.

- Optimize self-service journeys based on proven best outcomes.
- Identify trends and root causes across 100% of interactions. Whether it's a voice, text, or digital conversation, you can analyze, measure, and uncover insights to drive improvements to CX.
- Provide proactive, contextual self-service guidance for web and mobile experiences.
- Deliver proactive assistance with tools to optimize support content for higher search engine ranking.
- Leverage tools for a complete conversational AI journey—from building dialogues, intents, and labelling entities through analyzing and improving bot conversations based on historical data, to controlling and deploying new versions of the bot into production.

Create more efficient, cost-effective operations

Deliver experiences that raise customer loyalty, improve employee performance, and reduce costs through operational efficiency and continual optimization.

- Gain a better understanding of operations and take action by combining highly specialized AI models for CX, the latest generative AI technology, and industry benchmarks. Proactively pinpoint optimal areas for automation and leverage CXone's suite of advanced applications to carry out the associated activity.

- Take advantage of CXone's open cloud foundation, where applications sit on a common data set and a common data model, providing consistent and intuitive user interfaces across all functional areas within the platform. This unified UX paradigm allows users to interact with the different applications with minimal, if any, training.

- Take immediate action on AI-powered insights using consolidated, real-time interaction analytics and operational reporting.

- Build optimized customer experiences that adapt as consumer preferences evolve.

- Enjoy world-class cloud operations featuring automatic upgrades and 99.99% guaranteed reliability on a secure, open cloud foundation.

- Leverage pre-built integrations to easily extend CXone with additional capabilities, like our unmatched CRM & UC integrations.

- Thrive with an open and extensible development platform featuring hundreds of modern RESTful APIs, 130+ development partners, and a partner ecosystem of more than 260 global partners. Integrate CXone with any custom app or build customized experiences unique to your brand.

- Work confidently with the highest levels of certified security at every layer: PCI Level 1, GDPR, HIPAA, and FedRAMP authorization

Only CXone Delivers Customer Experience Interactions:
Extraordinary Experiences Across the Full Journey

NICE CXone is a worldwide leader in AI-powered self-service and agent-assisted CX software for organizations of all sizes. Imagine the possibilities when your customers are effortlessly guided to quickly resolve their needs directly on your digital properties or matched with a well-prepared agent—every time and on every channel. Plus, with predictive analytics and embedded AI, your team can resolve issues faster, personalize each experience—and forge deeper loyalty and trust with each customer.

Entry Points	Journey Orchestration	Smart Self-Service	Empowered Agents	Complete Performance
A smart start to every customer journey	Seamlessly guided customer journeys	Self-service that works – every time	Savvy, responsive and engaged agents	Continuously improved experiences and operations

Enlighten AI

CXone

Connected | Intelligent | Complete