



# Complete Digital CX

Engage customers on their terms



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NICE FluencX is complete digital CX that engages your customers on their terms, providing seamless experiences informed by real conversations throughout the journey. Understand exactly when, where, and how to deliver great outcomes using a data-driven approach that listens to and comprehends every word your customer “speaks.”

Meet customers at the start of their journey: from web to mobile, from search to sites, and guide them to resolution. Harness the power of a unified platform to continuously learn from and improve every interaction using the world’s largest labeled dataset of text and voice interactions to create truly exceptional digital journeys.

## ANYWHERE THE JOURNEY BEGINS

Meet customers at the true start of their journey

- Easily target points of struggle in the online customer journey and offer proactive assistance, including connecting the customer with an agent.
- Drive consumers to your knowledge content at the start of their journey; search engines (e.g. Google), making answers easy to find on their own via self-service digital channels (or their self-service channel of choice).
- Use fully conversational, cognitive intelligence to improve the customer experience and provide full resolution on any channel

## BE CUSTOMER FLUENT

Understand and fulfill your customers digital needs

- Build smart self-service with conversational data from voice and text interactions
- Proactively engage all customers going through onboarding, delivery, and more to ensure their needs are known
- Keep conversations going with customers by letting them communicate with you on the same channels they use with their family and friends

## DIGITAL AGILITY

Optimize how you do business

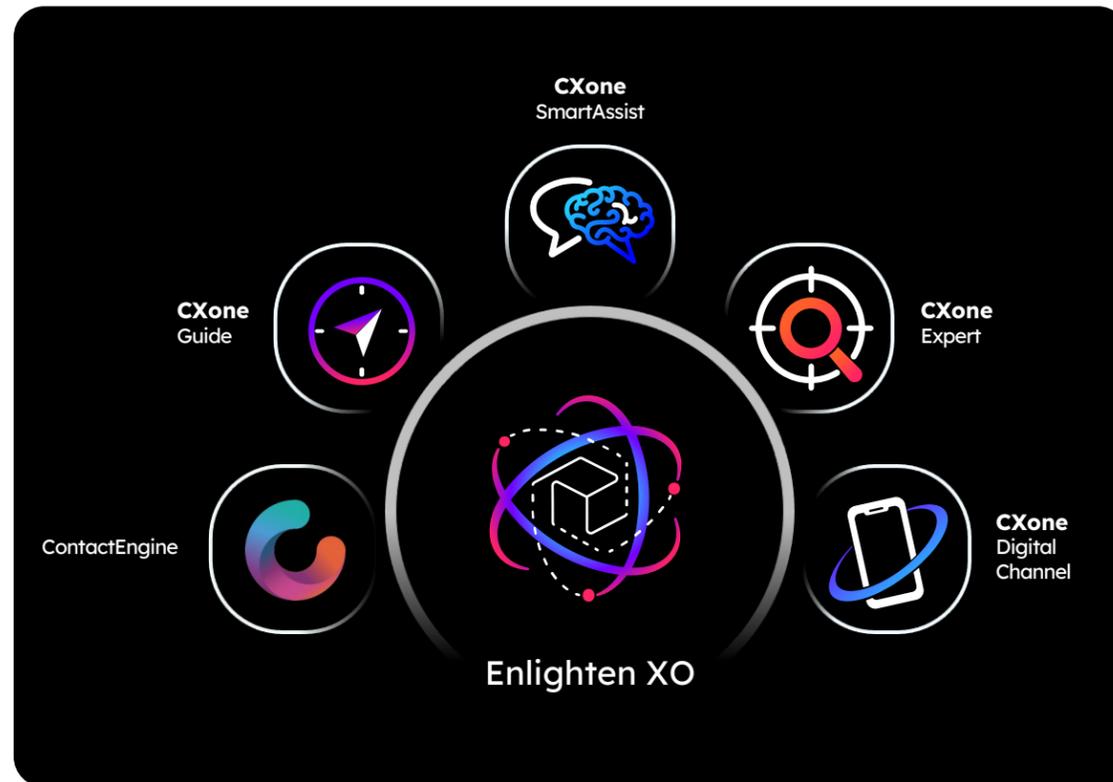
- Create and maintain omnichannel AI bots at scale using a no-code builder that connects to enterprise systems out of the box intents and skills, and 50+ build integrations.
- Save time and money with low-code tools that allow for constant interaction and result in faster time to deploy
- Drive engagement across entire journey—from acquisition and upsell to care and support

## BENEFITS

- Drive conversions and sales by enabling customers to successfully self-serve
- Remove friction, frustration, and reduce customer effort
- Eliminate wait time and increase first contact resolution
- Increase right first time action and operational efficiency
- Reduce costs—across your entire organization

## KEY FEATURES

- Harness interaction data from all or any channels and products to identify gaps in knowledge and the best conversations for automation
- Deliver proactive customer engagement using AI to identify how and when an IVA should communicate with a customer
- Asynchronous communications enable multi-day conversations for resolutions on any channel over any period of time
- Provide intelligent responses when customers need guidance based on rules and triggers that you set up yourself
- Extend product and service knowledge content to the places that customers turn to in moments of need—from search engines, social and digital messaging channels, to bots, websites, and community forums



## A JOURNEY WITH CX EXCELLENCE BEGINS WITH A SINGLE STEP

**Enlighten XO:** Transform self-service with data and AI. Identify and extract the best conversations based on historical conversational data from voice and text interactions.

**ContactEngine:** Remove the need to make assumptions about the needs, wants, and actions of all customers at any point on their journey.

**CXone Guide:** Remove friction and proactively engage customers along the digital journey by delivering the right guidance on web and mobile at the right time.

**CXone SmartAssist:** Fully and conversationally resolve service and support needs with zero wait and the best customer experience possible with an intelligent virtual agent.

**CXone Expert:** Meet customers at their point of need and make the right self-service answers easy to find with smart knowledge management.

**CXone Digital Channels:** Provide customers with a frictionless cross-channel experience and the same quality of service regardless of how, when, and where they engage throughout their journey.



## 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.

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