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## EDGAR Submission Header Summary

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Submission Type	6-K
Live File	on
Return Copy	on
Submission Contact	Yaron Kleiner
Submission Contact Phone Number	011-972-54-2233-054
Exchange	NASD
Confirming Copy	off
Filer CIK	0001003935
Filer CCC	hd7dr#ex
Period of Report	09/06/12
Notify via Filing website Only	off
Emails	edgar@z-k.co.il

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### Documents

6-K	zk1211980.htm
	6-K
EX-99.1	exhibit_99-1.htm
	Exhibit 99.1
EX-99.2	exhibit_99-2.htm
	Exhibit 99.2
EX-99.3	exhibit_99-3.htm
	Exhibit 99.3
EX-99.4	exhibit_99-4.htm
	Exhibit 99.4
EX-99.5	exhibit_99-5.htm
	Exhibit 99.5
EX-99.6	exhibit_99-6.htm
	Exhibit 99.6
EX-99.7	exhibit_99-7.htm
	Exhibit 99.7
GRAPHIC	pic1.jpg
GRAPHIC	pic2.jpg

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### Module and Segment References

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**SECURITIES AND EXCHANGE COMMISSION**

WASHINGTON, D.C. 20549

**FORM 6-K**

REPORT OF FOREIGN PRIVATE ISSUER  
PURSUANT TO RULE 13A-16 OR 15D-16 OF  
THE SECURITIES EXCHANGE ACT OF 1934

For the month of August 2012 (Report No. 1)

Commission File Number: 0-27466

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**NICE-SYSTEMS LTD.**

(Translation of Registrant's Name into English)

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8 Hapnina Street, P.O. Box 690, Ra'anana, Israel

(Address of Principal Executive Offices)

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Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.

Form 20-F  Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1): \_\_\_\_

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7): \_\_\_\_

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## CONTENTS

This Report on Form 6-K of NICE consists of the following documents, which are attached hereto and incorporated by reference herein:

- 99.1 Press Release: NICE Integrated Security Solutions Implemented at Lima Metro, the Mass Transit System for Latin America's Fifth Largest City, Dated August 7, 2012
  - 99.2 Press Release: NICE Introduces New Release of NICE Inform, Enhancing its Multimedia Incident Information Management Solution, Dated August 13, 2012
  - 99.3 Press Release: NICE to Showcase Enhanced NICE Inform and NG 9-1-1 Solutions at the APCO International 78th Annual Conference & Expo, Dated August 16, 2012
  - 99.4 Press Release: DBS, Singapore's Largest Bank, Launches NICE Interaction Analytics Solution to Enhance Customer Experience, Dated August 22, 2012
  - 99.5 Press Release: NICE to Show Organizations How to Collect, Analyze, and Act Upon Customer Feedback in Real Time at the Voice of the Customer Forum 2012, Dated August 23, 2012
  - 99.6 Press Release: NICE Launches Upgraded Release of Performance Management Solutions for Improving Service and Sales Process Efficiency, Dated August 27, 2012
  - 99.7 Press Release: NICE Fizzback Voice of the Customer Solution is Helping Shell UK Retail Increase Customer Satisfaction and Loyalty Across its Business, Dated August 28, 2012
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**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this Report to be signed on its behalf by the undersigned, thereunto duly authorized.

**NICE-SYSTEMS LTD.**

By: /s/ Yechiam Cohen

Name: Yechiam Cohen

Title: General Counsel

Dated: September 6, 2012

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#### EXHIBIT INDEX

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**NICE Integrated Security Solutions Implemented at Lima Metro, the  
Mass Transit System for Latin America's Fifth Largest City**

*In its first phase of commercial operations, Lima Metro uses NICE solutions suite to ensure the  
safety and security of millions of passengers*

**RA'ANANA, ISRAEL, August 7, 2012, NICE Systems (NASDAQ: NICE)** today announced that Lima's electric train authority, Autoridad Autónoma Tren Eléctrico (AATE), has implemented NICE's integrated security solutions at Lima Metro, the new mass transit system for Lima, Peru, which is the fifth largest city in Latin America. Serving millions of passengers monthly, Lima Metro is using the NICE solutions portfolio to address security, safety, and operational risks on the transit system.

The NICE implementation is part of the large-scale Lima Metro project, which, in its first stage, included deployment at the train system's operational control center as well as at 16 stations along Line 1. Line 1, which began commercial operations in April 2012, is a 22 kilometer (13.7 mile) train line that links the southern suburbs of Lima to the downtown area.

Overseeing the entire project is Lima's Electric Train Consortium, Consorcio Tren Eléctrico (CTE), which was chosen by AATE as the main contractor for Line 1. System integrator Energetica S.A. collaborated with NICE on the installation of the NICE solutions and is providing ongoing support.

The NICE solutions that have been deployed at Lima Metro include NiceVision, NiceLog and NICE Inform, which together provide a wide range of security capabilities to maximize the effective handling of the entire incident lifecycle, from real-time management of the event to the investigation and debriefing stage. Using these solutions, Lima Metro is able to capture all voice communications between the control center, the train cars, and the stations and synchronize these recordings with video surveillance from any of 128 IP video cameras set up along the transit system in order to accurately reconstruct and investigate any incident or emergency situation.

The NICE solutions package also offers a high level of redundancy and reliability, as video recording will be conducted locally at each train station and centrally at the train system's operational control center.

"NICE was the only company able to provide a multi-layered solution to address Lima Metro's complete security needs," said AATE Operations Manager Walter Arboleda. "Should an emergency or operational issue occur, NICE solutions will help Lima Metro personnel better manage that incident in real time and more thoroughly investigate it after the fact."

"Lima Metro joins a growing list of transit operations that are using NICE's integrated security solutions to secure people, operations, and infrastructure," said Guy Yaniv, General Manager of the Surveillance Solutions Division at NICE. "We're excited to be part of such an important public safety project in this large, metropolitan city. We're also happy to see the growing adoption of our security solutions in Latin America."

**The NICE Security Offering** addresses the needs of governments and enterprises with intent-based solutions for fighting crime and terror, by anticipating, managing and mitigating safety, security and operational risks. The solution enables capture, analysis and correlation of data from multiple sensors and systems, including audio, video, radio, geo-location and web, providing a framework for fusing data silos into a single, holistic operational view. NICE Security solutions empower organizations to act effectively in real time to prevent, manage and investigate incidents, ensuring fast resolution and debriefing, and continuous security improvements. NICE Security solutions are deployed worldwide in transportation systems, critical infrastructures, city centers and enterprise campuses.

**About Autoridad Autónoma Tren Eléctrico (AATE)**

Lima's electric train authority (AATE) owns and oversees Lima Metro. AATE is part of Peru's national transport, communications, housing and constructing ministry (MTC). The Lima Metro is an above ground mass transit (electric train system) for the city of Lima, Peru. Lima is the capital and largest city of Peru. Together with the seaport of Callao, it forms a contiguous urban area known as the Lima Metropolitan Area. With a population fast approaching 9 million, Lima is the fifth largest city in Latin America. More info: <http://www.aate.gob.pe/>

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**NICE Introduces New Release of NICE Inform, Enhancing its Multimedia Incident Information Management Solution**

*Security control centers and Public Safety Answering Points can enhance investigation and debriefing capabilities by seamlessly integrating third party text, voice and video data into incident timelines*

**Ra'anana, Israel, August 13, 2012, NICE Systems (NASDAQ: NICE)** today announced the introduction of its new release of the NICE Inform multimedia incident information management solution. The new release of NICE Inform builds on NICE's advanced capabilities by giving security control centers and Public Safety Answering Points (PSAPs) the ability to integrate text, video and voice recordings from third party capture platforms into holistic incident timelines. This differentiating technology reinforces NICE's support of Next Generation 9-1-1 and its commitment to meeting the challenge of external data integration for enhancing investigations and debriefings.

NICE Inform provides the complete picture for PSAPs, airports, public transportation systems, banks, and other markets that need to synchronize diverse multimedia for incident reconstructions used in investigations and debriefings. This information can also be used to improve future responses by helping organizations identify opportunities for training operators to help improve their skills.

The latest release of NICE Inform allows third party recordings from numerous sources to be imported into the NICE Inform organizer in various standard formats and then synchronized with NICE video and voice recordings and other multimedia input. This enables security operations to leverage their existing capture platforms to the fullest, and to reconstruct events exactly as they happened for more thorough investigations.

For example, PSAPs can now amalgamate video from citizens' smart devices, in-car mobile video recordings, and video recordings of incidents captured on third party platforms to create comprehensive incident reconstruction timelines. A bank that uses different Video Management Systems (VMS) for ATM transactions and building security can merge video from these different systems for a complete reconstruction of any event. Mass transit systems and airports that manage surveillance video through multiple VMSs can also take advantage of this advanced technology. Using NICE Inform Version 5, they can piece together all elements into one seamless timeline, regardless of the capture platform.

"Our NICE Inform enhancements are unmatched in the industry," said Guy Yaniv, General Manager of the Surveillance Solutions Division at NICE. "For the first time, a security operation center or PSAP can integrate multimedia recordings – text, voice and video – from different capture platforms, including external ones, into one complete incident reconstruction. This holistic picture helps improve the investigation and debriefing capabilities required during an incident or security breach."

**The NICE Security Offering** addresses the needs of governments and enterprises with intent-based solutions for fighting crime and terror, by anticipating, managing and mitigating safety, security and operational risks. The offering enables capturing, analysis and correlation of data from multiple sensors and systems, including audio, video, radio, geo-location and web, providing a framework for fusing data silos into a single, holistic operational view. NICE Security solutions empower organizations to act effectively in real time to prevent, manage and investigate incidents, ensuring fast resolution and debriefing, and continuous security improvements. NICE Security solutions are deployed worldwide in transportation systems, critical infrastructures, city centers and enterprise campuses.

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**NICE to Showcase Enhanced NICE Inform and NG 9-1-1 Solutions at the  
APCO International 78<sup>th</sup> Annual Conference & Expo**

*NICE will also highlight various advanced applications for integrating multimedia data and boosting  
PSAP performance and efficiency*

**RUTHERFORD, New Jersey, August 16, 2012, NICE Systems (NASDAQ: NICE)** today announced that it will be showcasing for the first time its new release of NICE Inform in its booth (#1013) at the APCO International 78<sup>th</sup> Annual Conference & Expo. A Next Generation 9-1-1 solution, NICE Inform ensures that Public Safety Answering Points (PSAPs) will be ready to address the challenge of capturing multiple types of emergency correspondence whether in the form of voice, text, telematics, or video. The event will take place on August 19-22 at the Minneapolis Convention Center in Minneapolis, Minnesota.

Using NICE Inform to import third party video into incident timelines, and combining this with other multimedia data, PSAPs can now reconstruct an incident in a more comprehensive manner, seeing and hearing the event exactly as it happened. For example, in a robbery investigation, it becomes possible to build a chronological audio-visual incident timeline using multiple eyewitness 9-1-1 calls, various on-scene video surveillance clips, cell phone video, radio recordings, CAD screens, and in-car video of police officers pursuing a suspect. This capability can be used in the same manner by security operations, for example at banks and airports, as well.

NICE will also highlight various solutions that address the growing needs of PSAPs to consolidate more diverse forms of multimedia:

- NICE will present its call center optimization solutions, including quality assurance, workforce management, and call analytics. With larger sites handling new types of 9-1-1 calls, new skill sets are required. NICE's call center optimization solutions help PSAPs plan and manage resources to ensure that the right telecommunicator with the right expertise will be on the line when citizens need help.
- NG 9-1-1 systems, specifically those based on broadband, will give future PSAPs access to additional information sources such as city-wide surveillance, License Plate Recognition (LPR), weather systems, and Hazardous Material data. NICE will demonstrate how its situation management solution, NICE Situator, can amalgamate this information to give dispatchers broader situational awareness of incidents so that they can coordinate more effective emergency responses. For example, a dispatcher could access live video feed from a camera on a street where a crime is in progress.

As PSAPs adopt IP infrastructure and technology at a record pace, terms such as "hosted solutions" and "cloud computing" are becoming part of the public safety lexicon. On August 22 at 9:15 a.m., NICE will participate in an APCO panel discussion on "Hosted Solutions for Public Safety." The session will explore the pros and cons of hosted solutions and provide information to help PSAPs determine whether hosting makes sense for them. The panel will be moderated by Richard Juth, Statewide Communications Coordinator for the Minnesota Department of Public Safety, and will feature speakers from the San Francisco Department of Emergency Management, Solacom, INdigital telecom, and NICE.

"Next Generation 9-1-1 is now starting to move from the drawing board to reality, and as it does, PSAPs will have access to many new information sources through shared IP networks," said Guy Yaniv, General Manager, Surveillance Solutions Division at NICE. "Through our open, cloud-based solutions, NICE is able to help PSAPs leverage shared resources and technology to the fullest, and transform data from all of these sources into insight for decisive action."

NICE will also host an awards ceremony at its booth, recognizing the 2012 PSAPs' Finest Director, Line Supervisor, Technician, and Telecommunicator of the year. This will take place on August 20 at 11:30 a.m.

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**DBS, Singapore's Largest Bank, Launches NICE Interaction Analytics  
Solution to Enhance Customer Experience**

*DBS leverages analyses of customer interactions to streamline operations, improve customer satisfaction, and increase revenues*

**Singapore, August 22, 2012** – NICE Systems (NASDAQ: NICE) today announced that DBS Bank (NASDAQ: DBSDF) has successfully rolled out the NICE analytics-based Quality Optimization solution at its contact center in Singapore. This advanced NICE technology enables DBS, Singapore's largest bank, to increase its contact center efficiency and improve customer satisfaction by reducing average call handle time and call volume.

DBS is the first bank in Singapore to implement NICE Interaction Analytics at its contact center, which handles over five million calls each year. The solution is specifically targeted at improving customer satisfaction and operational efficiency by providing comprehensive analyses of customer interactions and highlighting areas for improvement.

With NICE's analytics technology, DBS can effectively identify the type of calls that require longer handling time – whether these relate to products or services. Once these calls are flagged, the analytics solution goes one step further to pinpoint the key phrases that repeat across these calls. The bank then uses this information to determine the underlying causes, such as unclear communications, process issues, or agent knowledge gaps.

DBS is also using NICE analytics to reduce call volume by improving first-contact resolution. This is done by identifying the reasons for repeat contact from the same customer – for instance, inquiries on payment status and online transactions. DBS can then tailor its responses to better address customer needs.

“As an Asian bank, serving our customers well and building strong bonds with them is important. NICE's advanced analytics technology further enhances our capabilities to improve customer engagement. It also allows us to better equip our agents with skills and knowledge that help them provide better and more personalized service,” said Lena Low, Head of the DBS Customer Center. “We were very pleased with NICE's support during the implementation process and we are confident that its advanced analytics technology will prove to be a significant advantage for improving productivity, workflow capabilities, and flexibility in meeting customer inquiries.”

The NICE Quality Optimization solution gives DBS overall visibility of the entire contact center operation and of individual agent performance. This enables DBS to evaluate employee performance and provide additional coaching where needed. Using all of these tools, DBS can streamline operations, create a distinct customer experience, and increase revenues.

“The successful implementation represents a further significant step in the long-term relationship between DBS and NICE and a strong collaboration for innovation in the customer service space,” said Sherie Ng, Managing Director, NICE South East Asia. “NICE will continue to support DBS' vision to gain insights from customer interactions and deliver powerful business impact through operational excellence and sustainable growth in a fiercely competitive and complex environment.”

NICE analytics-based Quality Optimization is part of the NICE Enterprise offering, which addresses the needs of customer-centric businesses with intent-based solutions. Driven by real-time, cross-channel analytics, NICE provides solutions for increasing revenue, enhancing customer experience, improving regulatory compliance, and optimizing contact center and back office operations. NICE Enterprise solutions are implemented by contact centers of all sizes, branches, trading floors and back offices.

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**About DBS – Living, Breathing Asia**

DBS (NASDAQ: DBSDF) is a leading financial services group in Asia, with over 200 branches across 15 markets. Headquartered and listed in Singapore, DBS is a market leader in Singapore with over four million customers and also has a growing presence in the three key Asian axes of growth, namely, Greater China, Southeast Asia and South Asia. The bank's strong capital position, as well as "AA-" and "Aa1" credit ratings that are among the highest in the Asia-Pacific region, earned it Global Finance's "Safest Bank in Asia" accolade for four consecutive years, from 2009 to 2012. [www.dbs.com](http://www.dbs.com)

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**NICE to Show Organizations How to Collect, Analyze, and Act Upon  
Customer Feedback in Real Time at the Voice of the Customer Forum 2012**

*In a series of events and webinars, NICE will help businesses understand how to leverage  
customer interaction insights to improve loyalty and increase revenue opportunities*

**RA'ANANA, Israel, August 23, 2012, NICE Systems (NASDAQ: NICE)** today announced that it will host the NICE Voice of the Customer Forum 2012 to demonstrate the power of real-time feedback in shaping customer interactions. Taking place on September 18 at the Lord's Cricket Ground in London, UK, the forum is the cornerstone in a series of global events along with webinars that will show businesses how to utilize Voice of the Customer (VoC) insights in order to own the Decisive Moment™.

"In every customer interaction, across every communication channel, there is a Decisive Moment," explains Benny Einhorn, Chief Marketing Officer and President, EMEA, at NICE. "That means that at a specific point in the interaction, the customer will take a course of action that impacts the business. By owning this Decisive Moment, organizations can ensure that each interaction delivers the right outcome for the customer and the business, thereby exceeding expectations, improving loyalty, and generating increased revenue opportunities."

Participants in the NICE Voice of the Customer Forum 2012 will learn first-hand how organizations, including BT Business, a division of BT, are generating positive results using the NICE Fizzback Voice of the Customer solution. The NICE Fizzback offering prompts customers to provide feedback immediately following an interaction or transaction with an organization. They are asked via SMS or e-mail to comment on the quality of service they experienced. Insights generated from this feedback are then used to coach agents for future interactions so that they can succeed in shaping the interaction as it happens.

The NICE Voice of the Customer Forum 2012 is one of many VoC events and webinars that NICE is hosting across the UK, France, Russia, and South Africa throughout the year. The company will also attend the Call Centre & Customer Management Expo in London, on October 2-3, 2012, where it will demonstrate its NICE Fizzback VoC solution.

The VoC series was launched on July 31, 2012, with a webinar featuring **Emma Wardle, Head of Customer Experience at Capital One. It provided compelling insight into the implementation of the company's VoC program**, which is driving performance improvements across the contact center.

For more information about the NICE Voice of the Customer Forum 2012 and for details on other events and webinars in the series, visit: <http://www.listen2yourcustomers.com>. To register for the VoC Forum: [http://info.nice.com/VOC\\_Forum.html](http://info.nice.com/VOC_Forum.html)

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**Forward-Looking Statements**

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## NICE Launches Upgraded Release of Performance Management Solutions for Improving Service and Sales Process Efficiency

*NICE Performance Management and NICE Incentive Compensation Management solutions enable enterprises to easily manage, measure and motivate frontline service and sales employees*

RA'ANANA, ISRAEL, August 27, 2012, NICE Systems (NASDAQ: NICE) today announced Release 4.1 of its NICE Performance Management (PM) and NICE Incentive Compensation Management (ICM) solutions. The enhanced capabilities offered in Release 4.1 enable business users such as compensation managers to easily tailor the information they require according to their specific needs without additional IT assistance. This flexibility streamlines processes and reduces additional overhead, providing sales and service organizations with a faster return on investment and lower total cost of ownership.

Among its capabilities, Release 4.1 includes an enhanced, user friendly menu structure for easier navigation; a new charting engine providing a broad set of chart and graph types; and an updated configuration manager enabling business users to efficiently manage the applications. These features enable enterprises to easily manage, measure and motivate frontline service and sales employees.

Many organizations are currently measuring performance on certain metrics and compensating their front-line employees on different ones. The discrepancy is causing misalignment, resulting in employees not knowing on what to focus. To help organizations align the metrics they measure and the ones on which they compensate, in this latest release, NICE PM and NICE ICM are tightly integrated for organizations that want to manage incentives in their branch, retail or contact center operations. Employees can be accurately compensated according to their performance by meeting their target KPIs such as first contact resolution, average handle time and sales conversion rates.

People Below Me	RPC	Goal	AHT	Goal	CSAT	FCR	Adherence	Quality	Coaching	Top Oppty
Baldwin, Emmanuel	\$8.40	\$10.00	619 sec.	500	85.9%	91.8%	95.6%	95%	■■■■	AHT
Cabrera, Diana	\$5.88	\$7.00	517 sec.	568	77.9%	91.9%	91.9%	98%	■■■■	RPC
Davis, Hal	\$9.57	\$10.00	533 sec.	500	83.8%	90.2%	46.1%	88%	■■■■	ADH
Dawson, Danette	\$10.43	\$10.00	327 sec.	349	81.9%	93.1%	94.1%	97%	■■■■	CSAT
Emerson, Florentino	\$9.12	\$10.00	190 sec.	211	81.5%	90.0%	98.4%	96%	■■■■	RPC
Gross, Natasha	\$4.26	\$10.00	290 sec.	246	85.4%	95.3%	97.4%	90%	■■■■	RPC
Hutton, Sun	\$8.18	\$10.00	380 sec.	377	85.4%	90.2%	93.3%	95%	■■■■	RPC
Ruff, Alden	\$16.84	\$10.00	479 sec.	566	89.2%	91.2%	70.2%	91%	■■■■	ADH
Schaefer, Kelley	\$11.14	\$10.00	370 sec.	349	86.7%	87.0%	89.8%	93%	■■■■	AHT
Simon, Ralph	\$3.41	\$7.00	422 sec.	563	81.8%	91.9%	98.0%	75%	■■■■	RPC
Wellman, Horacio	\$7.93	\$7.00	548 sec.	587	83.8%	88.1%	96.8%	84%	■■■■	FCR
Team	\$8.25	\$10.00	420 sec.	424	84.0%	90.9%	88.2%	92%	■■■■	RPC

My Alerts					Pending QA Evaluations			
1 - 4 of 4					Call Date	Representative	Queue	Link
04/05/12 9:40 AM	System	Alert: Alden Ruff Quality Issue	Quality	Delete	07/01/2011	Kelley Schaefer	GlobeConnect	Evaluate
11/16/12 9:58 AM	System	Missing AHT Goal - Sun Hutton	Root Cause	Delete	07/01/2011	Hal Davis	GlobeConnect	Evaluate
01/13/11 4:36 AM	System	Daily Failure Report	link	Delete	07/01/2011	Emmanuel Baldwin	GlobeConnect	Evaluate
01/13/11 4:36 AM	System	Quality Warning - Ralph Simon	link	Delete	07/02/2011	Danette Dawson	GlobeConnect	Evaluate
<a href="#">See All Alerts</a>					07/02/2011	Ralph Simon	GlobeConnect	Evaluate

  

My Tasks									
1 - 2 of 2									
Date	Sender	Subject	Status	Priority	Due Date	Link	Action	CompleteBy	
01/13/11 4:36 AM	System	Overdue Coaching Session - Diana Cabrera	Open	Normal	08/01/11	Link	Complete		
01/13/11 4:36 AM	System	PIP Required - Ralph Simon	Open	Normal	08/01/11	Link	Complete		
<a href="#">See All Tasks</a>   <a href="#">See Open Tasks</a>   <a href="#">See Complete Tasks</a>   <a href="#">Send a Task</a>   <a href="#">Team Tasks</a>									

  

Coaching Sessions - Last 7 Days								Coaching Overview - MTD			
Details...								Details...			
People Below Me	Jul 17	Jul 18	Jul 19	Jul 20	Jul 21	Jul 22	Jul 23	EIN?	Sessions	Goal	Coaching
Alden Ruff	-	-	-	-	-	-	-		1	4	
Danette Dawson	-	-	-	-	-	-	-	-	1	2	
Diana Cabrera	-	-	-	-	-	-	-	-	1	2	
Emmanuel Baldwin	-	-	-	-	-	-	-	-	3	2	
Florentino Emerson	-	-	-	-	-		-		3	2	
Hal Davis	-		-	-	-	-	-		4	4	
Horacio Wellman	-	-	-	-	-		-	-	3	2	
Kelley Schaefer	-	-	-	-	-	-	-	-	3	2	
Natasha Gross	-	-	-	-	-	-	-	-	3	2	
Ralph Simon	-	-	-	-	-	-	-	-	0	1	
Sun Hutton		-	-	-	-	-	-	-	6	2	
<b>Total Sessions</b>	<b>1</b>	<b>1</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>2</b>	<b>4</b>		<b>28</b>		

“As sales and service organizations strive to remain competitive by providing more personalized offerings and higher levels of service to customers, it becomes increasingly important to have efficient processes that motivate, coach and compensate employees based on their performance,” said Mark Selcow, General Manager of NICE Workforce Optimization Solutions. “The new release of NICE Performance Management and NICE Incentive Management provides organizations with an ideal sales and service platform that can be easily adapted to sales, service and hybrid environments while providing a low TCO.”

NICE PM delivers personalized performance data to employees while automating critical managerial activities. The solution drives closed-loop action and improvement by encouraging behavioral coaching. NICE PM combines performance analytics, planning and reporting to enable service organizations to effectively analyze the business.

NICE ICM automates the process of commission, bonus, and incentive administration in support of any type of variable pay strategy. It is designed from the ground up to enable business users to manage all aspects of incentive compensation, from loading sales data to creating incentive plans and managing change post calculations. The solution offers sales organizations calculation accuracy, reduced administrative costs, minimized compensation overspend, insight into effectiveness of variable pay spend, improved sales force motivation, and subsequently, customer and employee retention.

**About NICE Systems**

NICE (NASDAQ: NICE) is the worldwide leader of software solutions that deliver strategic insights by capturing and analyzing mass quantities of structured and unstructured data in real time from multiple sources, including, phone calls, mobile apps, emails, chat, social media, and video. NICE’s solutions enable organizations to take the Next-Best-Action to improve customer experience and business results, ensure compliance, fight financial crime, and safeguard people and assets. NICE solutions are used by over 25,000 organizations in more than 150 countries, including over 80 of the Fortune 100 companies. [www.nice.com](http://www.nice.com).

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**NICE Fizzback Voice of the Customer Solution is Helping Shell UK  
Retail Increase Customer Satisfaction and Loyalty Across its Business**

*Real-time customer feedback solution chosen for unique ability to gain and analyze insights, and act in real time to improve operational efficiency and enhance the customer experience*

**Ra'anana, Israel, August 28, 2012, NICE Systems (NASDAQ: NICE)** today announced that the retail division of Shell UK Oil Products (Shell), Royal Dutch Shell plc's largest global group of energy and petrochemical companies, is using the NICE Fizzback Voice of the Customer (VoC) solution to help the company take a more customer-centric approach across its retail fuel business. The solution gathers feedback in real time from various channels, with a focus on mobile, from across the entire UK Shell-owned retail operation. This allows the company to gain valuable insights from the voice of the customer – driving operations teams to immediately take action to address the customer experience.

“By adopting NICE Fizzback, we can listen to what customers are saying in real time and react accordingly to their needs to help provide a better level of customer service. We want to put the customer at the center of the business for ourselves and our retailers. The NICE Fizzback Voice of the Customer solution is helping us do that,” said Melanie Lane, General Manager at Shell UK Retail.

Following a successful pilot with NICE Fizzback last year, Shell chose to expand its voice of the customer program throughout its company-owned sites in the UK. Customers who are part of Shell's Driver Club loyalty program are prompted to provide feedback via SMS or email immediately after filling up at the gas station, while those not in the program are encouraged to share their thoughts and experiences via other feedback channels such as Web surveys. NICE Fizzback enables Shell to assess the performance of every Shell-owned service station in the UK to ensure they are meeting Shell's high consumer standards. All service stations have constant access to customer feedback, enabling Shell Retail to address any customer issues in real time and to improve the customer experience.

Shell is a top fuel retailer in the UK with over 800 service stations nationwide. The UK fuels market is highly competitive and Shell understands that it needs to listen to its numerous and disparate customers to drive continual improvement.

“We are very excited to have Shell as part of the NICE Fizzback family,” said Rob Keve, Managing Director of NICE Customer Experience Management Solutions. “Retail is a growth sector for our Voice of the Customer solution and this implementation further demonstrates how the NICE Fizzback solution is important to an ever growing range of industries. As the relationship between consumers and brands develop, we must adopt new and innovative ways in which to engage with customers and to better understand what is important to them. This is something I believe we are achieving with Shell.”

**About Shell UK**

Shell businesses in the UK are part of Royal Dutch Shell plc, a global group of energy and petrochemicals companies with around 90,000 employees in more than 80 countries and territories.

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NICE (NASDAQ: NICE) is the worldwide leader of software solutions that deliver strategic insights by capturing and analyzing mass quantities of structured and unstructured data in real time from multiple sources, including phone calls, mobile apps, emails, chat, social media, and video. NICE's solutions enable organizations to take the Next-Best-Action to improve customer experience and business results, ensure compliance, fight financial crime, and safeguard people and assets. NICE solutions are used by over 25,000 organizations in more than 150 countries, including over 80 of the Fortune 100 companies. [www.nice.com](http://www.nice.com).

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