

About NICE

NICE (Nasdaq: NICE) is the worldwide leading provider of both cloud and on-premise enterprise software solutions that empower organizations to make smarter decisions based on advanced analytics of structured and unstructured data. NICE helps organizations of all sizes deliver better customer service, ensure compliance, combat fraud and safeguard citizens. Over 22,000 organizations in more than 150 countries, including over 80 of the Fortune 100 companies, are using NICE solutions.

www.nice.com

Is Your IVR Costing You Customers and Money?

Perhaps you're familiar with the commercial depicting an exhausted, defeated customer who finds himself repeatedly saying "representative...representative..." into the telephone. This vignette resonates for one very simple reason: While IVR can offer businesses an efficient vehicle for managing customer inquiries, it's prone to frustrating the very customers it seeks to serve, and given the choice, many customers would simply rather not have to deal with it.

When IVR can't do the job, spillage into your call center can cost as much as \$5-10 per occurrence, and customer frustration inevitably begets customer churn. Therefore, enterprises like yours have a highly compelling interest in satisfying those customers the first time, every time.

Nice Maps the Way Forward

But how? According to our recent survey with the Boston Consulting Group, most companies hear complaints about their IVR, but have no clue how to go about fixing those issues. The key to

breaking down that barrier is visibility. And that's precisely what NICE IVR Optimization delivers.

NICE IVR Optimization provides visibility via a dynamic mapping of

the complete customer journey, enabling users to identify flows, operational bottlenecks, drop-offs and deflection points, in granular detail.

A Penny Saved Is a Dollar Earned

According to Gartner, 89% of companies plan to compete primarily on the basis of customer experience. For such companies, IVR Optimization offers a powerful return on

investment. For example, take a call center that fields 100,000 calls daily, at a cost of \$5.50 per call. With a mere 1% improvement in IVR containment—a very conservative estimate,

considering the gains in visibility offered by NICE technology—such a call center would stand to save \$2 million annually.

Drilling Down, Discovering Broad Value

IVR Optimization generates valuable data by interacting with the customer at the right time and in the right context. The benefits are clear:

- Focus on containment issues with the highest impact
- Optimize IVR journey flows for better customer experience
- Scale efficiently using high-performance analytics engines
- Simulate and create best-practice IVR flows
- Perform data analytics on unlimited number of attributes
- Improve business processes across the organization

IVR Optimization: A Prescription for Healthcare

Such value was understood by a U.S.-based healthcare provider that recently selected NICE IVR Optimization. With consumers now having more options for their healthcare, large insurers are under pressure to ensure customer loyalty through impeccable service. This provider was experiencing a 30% containment rate from their IVR, with little insight into why customers were getting frustrated,

what needed fixing, and how different types of customers were impacted. After observing a three-week pilot program within their own user environment, the provider selected NICE on the basis of the application's ease of use, depth and quality of insights provided, NICE's customer experience expertise, and proof that security concerns would be accounted for. Today, they

have acquired 13 months of valuable customer interaction data, managed via an intuitive workspace for custom reports, intuitive dashboards, drill-down capabilities and search. If you want to raise your satisfaction scores, lower your effort scores and save money, let's talk.