



# CXone Guide

## Real-time proactive guidance for web and in-app experiences

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CXone Guide provides proactive, contextual self-service guidance for Web and Mobile experiences. Guide removes friction along the digital customer journey by proactively delivering the right guidance at the right time. Guidance can be in the form of knowledge articles, bots and Intelligent Virtual Assistants (IVAs), or connect with an agent via chat or messaging.

Delivering the right information while the customer engages on web or mobile ensures they can get answers faster, where and when they need them, increasing conversions without consuming agent resources. CXone Guide is designed to be managed by business users without any involvement from IT.

CXone Guide has proven ROI with a Forrester Total Economic Impact study across customers highlighting a 701% ROI with a payback in less than three months.

### PROACTIVE DIGITAL ENGAGEMENT

- CXone Guide engages customers proactively with the relevant and most appropriate offer of assistance which may be content from the knowledge base, a bot, an invitation to chat with a live agent, a hyperlink, or an offer to leave a message.
- CXone Guide is responsive and works across all form factors including mobile, tablet and desktop. Leverage the Guide Mobile SDK (Software Development Kit) to embed native functionality within iOS and Android apps.
- Digital engagement offers might be proactive or reactive. Reactive engagements are customer initiated while proactive engagements are automatically initiated by the platform based on business logic. Engagement channels include:
  - » **Knowledge:** Automatically offers contextually relevant knowledge articles from CXone Expert delivered inline. Guide also allows customers to browse or search for additional content that might be relevant. This allows you to promote the content you created at the point of need with zero customer effort.

- » **Bot or Virtual Agent:** Proactively nudge the customer with contextually relevant offers to engage with a chatbot that can guide the customer through self-service.
- » **Live Chat:** Proactive chat enables your online agents to provide the same level of service as in-store representatives and assist visitors based on their behavior as they browse your site.
- » **Email:** Enables your visitors to send messages and ask questions so that representatives can respond in a timely manner.
- » **Hyperlink:** Redirect your customers to web pages that contain the answers they need.

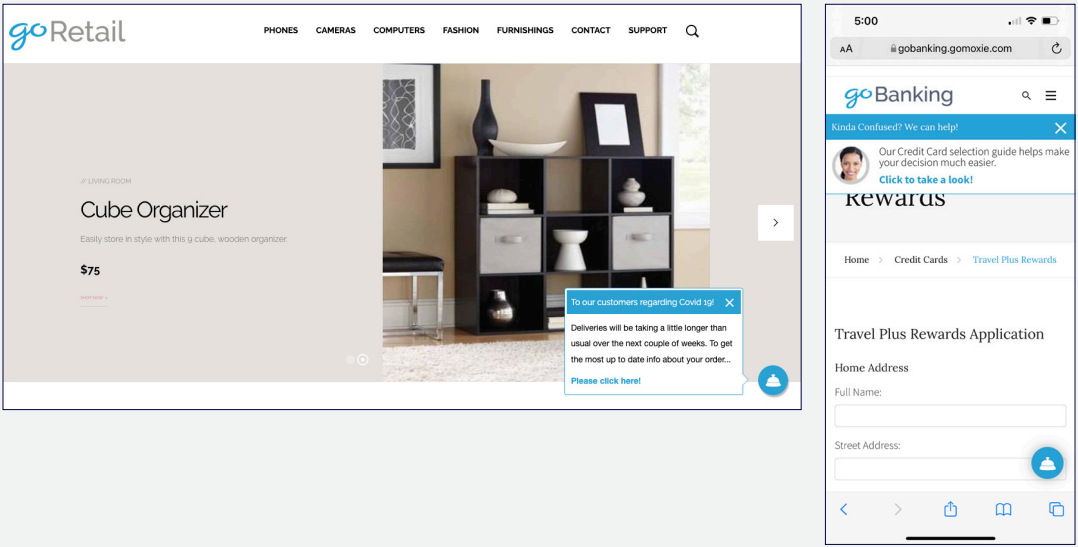
### KEY FEATURES

- Remove friction from the digital journey by proactively engaging customers across all devices
- Engage using knowledge articles, bots, chat/messaging, hyperlinks, or email
- Deploy Guide on your web site and on your mobile app in days. Zero code tools allow business users the flexibility to make updates without the need for IT involvement
- Analytics to understand performance and drive continuous optimization
- Mobile SDK allows native Guide functionality within iOS and Android apps. Choose from a preconfigured package or build your own experience

### BENEFITS

- Increase customer acquisition and conversion rates by up to 6% points while increasing transaction value between 50% and 100% by providing struggling customers with answers proactively
- Reduce contact volume by 30% by proactively delivering answers to customers before they need to call or chat with customer service
- Increase self-service by up to 89% by proactively delivering contextually relevant content
- Business flexibility and agility tools that allow for constant iteration without any coding or IT assistance

Desktop & Mobile



NO CODE SOLUTION BUILT FOR BUSINESS

- The patented Engagement Mapper enables business users to create engagement strategies without any assistance from IT. All you need to do is identify the customer struggle online and then, using a point and click interface, define the appropriate engagement to guide the customer through the struggle to a successful outcome.
- Mapped page elements and engagement rules can be re-used to engage customers across multiple web pages and even across multiple web properties to minimize effort and maximize portability. No coding skills or technical help needed!
- Engagement decisions can evaluate a wide assortment of criteria, including campaign data, journey data, page data, customer profile data, visit criteria, customer behavior including form elements, error messages triggered and even custom data from third-party systems of record.
- Publishing the rule deploys the engagement instantly at cloud scale across devices and mobile apps
- Integrated analytics give you near real-time insights into performance.

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.

Waterfront Corporate Center III  
221 River St, 10th & 11th Floors  
Hoboken, New Jersey 07030

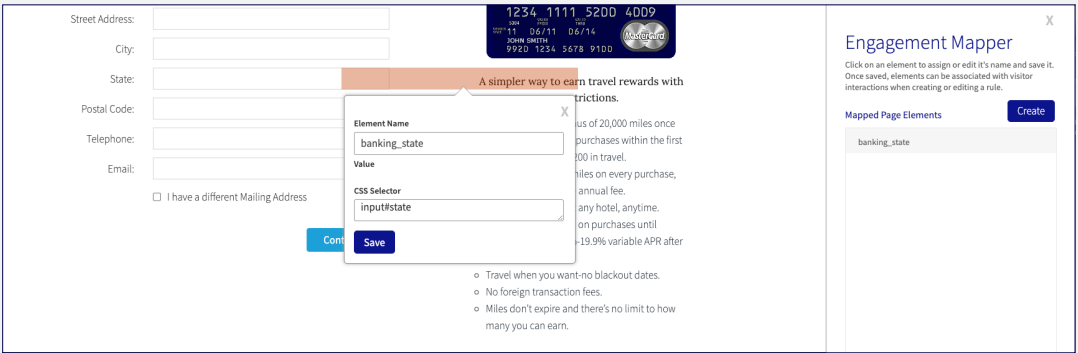
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PERFORMANCE ANALYTICS

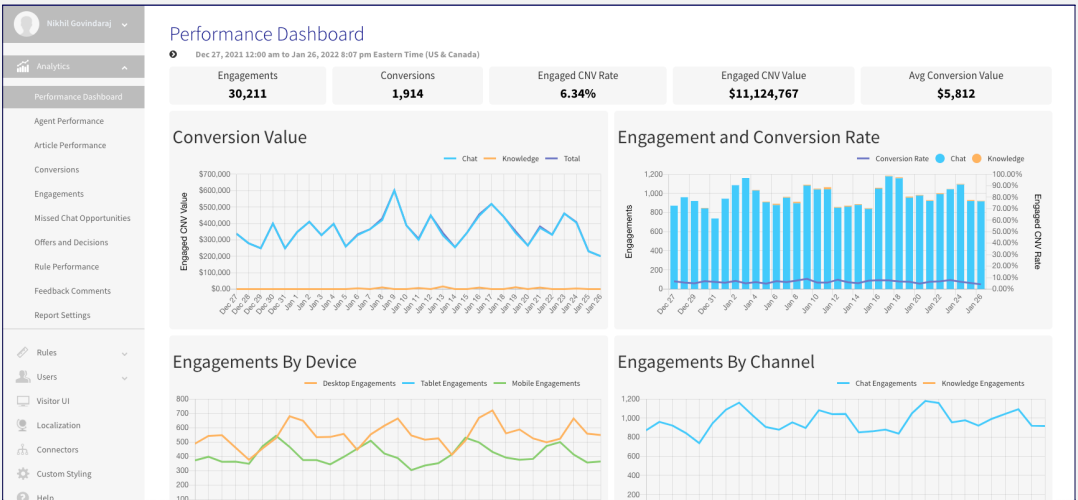
Integrated analytics highlight performance of engagement strategies within minutes of going live. Leverage A/B testing tools to evaluate the overall impact and use built-in analytics to slice and dice data by Rule, Device, Web Page, Articles, Agents, and a variety of other dimensions.

- Interactive dashboards display up to date KPIs (Key Performance Indicators) for snapshot views.
- Preconfigured reports detail engagements, conversions, conversion value, and uplift—the change in conversion value that occurs as result of the engagement.
- Performance-based reports evaluate agent performance, knowledge article performance and engagement rule performance.
- Cross-channel reports compare and combine Chat, Email and Knowledge channel performance.
- Cross-device reports demonstrate data specific to mobile, tablet and desktop users.
- Pipe data to feed in-house analytics and output in popular formats such as CSV.

Engagement Mapper



Dashboard



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