NICE

CXone Studio
Routing for Everyone

CXone Studio is an intuitive, visual yet powerful tool that does not require programming skills, but instead empowers everyone — from business user to routing flow programmer — to build and manage routing flows for all channels. Use one tool to create routing for the largest number of natively supported interaction channels in the industry, including custom channels such as your mobile application.

Streamline development and smoothly orchestrate the entire customer journey from the very beginning to successful completion, across all channels: voice and digital, inbound and outbound, agent-assisted and self-service.

Simple routing changes require no coding skills, yet routing flow programmers can easily customize and integrate with external data sources, tools, and solutions or seamlessly integrate custom code.

Mix-and-match routing modalities, select the modality best suited to what you want to achieve for each skill. You can even change routing modality within a flow. Use skills, attribute(s), bullseye, data-directed or AI-powered – the choice is yours.

For business users, Studio combines a drag-and-drop visual interface with pre-built reusable components called Actions. Users can choose from a list of over 200 Actions that save time and minimize errors with point-and-click, guided configuration for basic functionality. This includes standard features like message replay, menus or conditional routing decisions based on real-time contact center KPIs.

Programmers get a powerful, extensible tool designed from the ground up to support sophisticated development processes with all the powerful features they need to master today's complex customer journeys. It is easy to mix and match routing modalities from simple skill-based to sophisticated AI-powered. Access is governed by configurable user profiles and granular permissions settings.

ONE TOOL TO RULE

Create and maintain all routing strategies across the largest number of natively supported interaction channels in the industry in a single interface. You can even bring your own channel(s), for example your Mobile app – you can create routing flows for those just like for any other supported channel. Confidently build and update routing flows and quickly deploy to production to respond to business needs faster.

With a modern web-based client, you have access anytime, anywhere. Use one unified interface – CXone Studio – for creating and maintaining cohesive routing flows for all interaction channels. Instead of having to build routing in multiple tools with different interfaces - which requires training users for multiple tools and makes creating seamless flows across channels difficult – CXone Studio is the One-Stop-Shop for all routing needs.

KEY FEATURES

- One single intuitive, yet powerful interface to manage all routing
- Supports the largest number of natively supported interaction channels in the industry, or even custom digital channels
- In-app scripting guidance and powerful customization options
- Pre-integrated native IVR supports Automatic Speech recognition and Text-to-Speech
- Low code integration with pre-integrated Intelligent / AI-powered Virtual Agent and Bots or use custom endpoint to add the solution(s) of your choice
- Easily add integrated 3rd party applications to your routing flows
- Use granular role-based access to empower more users to access Studio and play a role in orchestrating the journey
- Mix-and-match routing modalities: from skill-based to bullseye to AI-powered

BENEFITS

- Better CX: ensure each contact is quickly routed to the best resource
- Consolidated routing enables informed elevation across supported channels
- Address business needs faster: accelerate creating scripts and deploying changes
- Increase efficiency: empower more resources to contribute to routing
- Reduce training needs: use one intuitive tool for routing across all channels
- Reduce complexity of integrating 3rd party tools into your routing flows

Web-based CXone Studio

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Reduce training needs: use one intuitive tool for routing across all channels

SIMPLE TO SOPHISTICATED

Creating simple routing is easy with hundreds of predefined, well documented components called Actions and a visual, drag-and-drop interface. Actions simplify workflow creation, for example by supplying the user with options to select from in drop-down menus. Intuitive layouts, syntax checks and in-app tool tips speed up the initial learning curve and reduce the need for training.

But Studio also supports sophisticated options like data-directed routing that uses real-time system KPIs (key performance indicators like queue depth, average wait time, available agents, etc....), as well as data from external sources like a CRM (Customer Relationship Management) or ticketing system for routing decisions. global

There is a seamlessly integrated Interactive Voice Response (IVR) with ready-made components for Automated speech recognition (ASR) and Text-To-Speech (TTS) if that is what you want to use, but Studio also streamlines adding chatbots and IVAs that facilitate superior self-service for voice and digital channels – all in one interface!

ROUTING FOR EVERYONE: FROM BUSINESS USER TO WORKFLOW PROGRAMMER

Role-based Access Control (RBAC) uses granular permission settings for creating customizable user profiles that enable you to give everyone – from Business User to Routing Flow Programmer – access to Studio, according to their level of knowledge and expertise. Assigning the right profile means every user sees everything they need, and nothing they shouldn't.

Dedicated workspaces for testing and analyzing flows combined with RBAC, limit visibility on a per feature basis, so organizations can enable multiple users or teams to work on and contribute to routing flow development. With RBAC, business users can share responsibilities for routing in the areas they own from a business perspective,

"By utilizing CRM integrations, Studio framework actions and CXone APIs, we improved our business processes and KPIs, while creating a team-building experience where all members exercise their individual strengths."

Manager of Call Center Technology, Residential Solar Energy Company

CXone Virtual Agent Hub
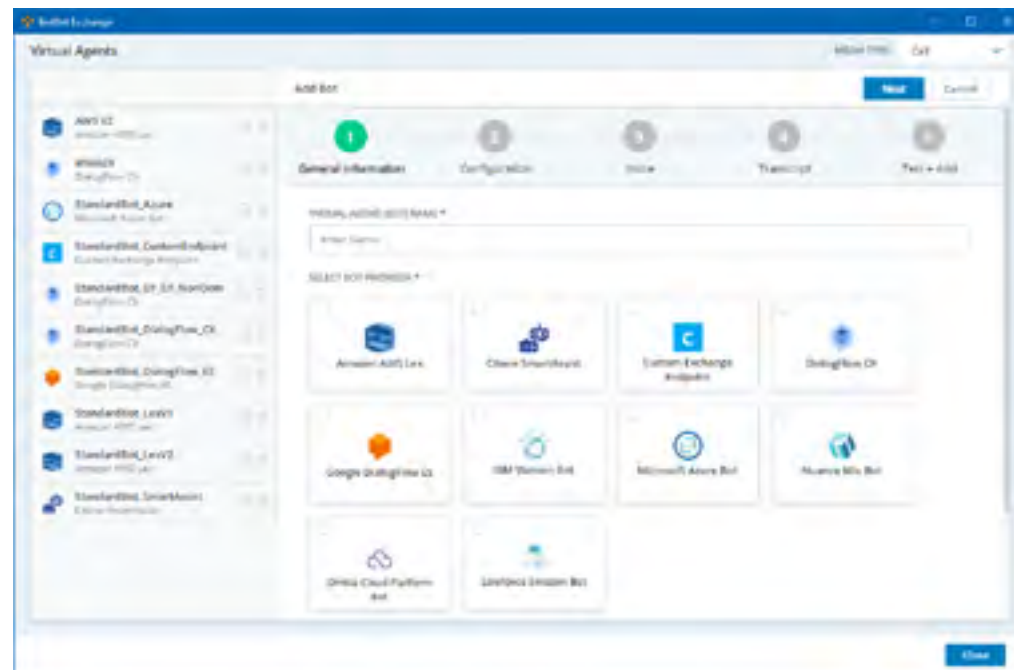
CXone Agent Assist Hub
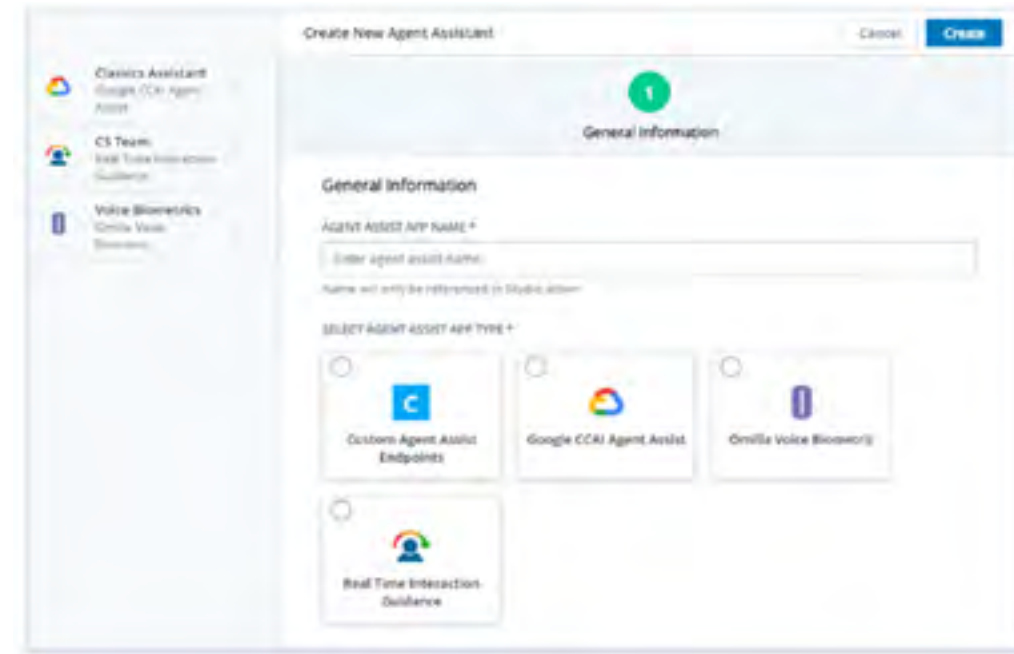
A single tool that supports routing for all interaction channels, lets you mix and match routing modalities and makes integrating with Enterprise apps, AI-powered automation and Agent Assist applications a low-code experience: expansion is built-in, just get started!

enabling them to make simple changes quickly and efficiently on their own, without the need to involve highly skilled programmers or a long wait for the right IT resource.

Modern routing flow programming tools like Studio streamline creating and editing flows with syntax checks and error highlighting. The ability to "publish" scripts means programmers can work "risk free" in a development draft, then promote changes to a test stage for evaluation before deploying in the "live" environment with minimal risk of negative impact. For extended customization, programmers can add external asynchronous functions using common programming languages like Python and JavaScript. Studio is the "one stop shop" for all your routing needs – simple or sophisticated!

LAND AND EXPAND

Creating your initial routing is a breeze with an intuitive, easy-to-use interface. When expanding the contact center by adding users, channels or locations Studio's flexibility makes it fast and easy. When adding new functionality like a bot, an Intelligent Virtual Agent, or an integration with enterprise software like a CRM or ERP, you also get the Studio actions to easily add them into your routing flows where you want. When the need for AI-powered or custom routing comes up, Studio support helps you grow quickly and flexibly.

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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Make experiences *flow*