



THE NICE USER GROUP

User Community and
Ambassador Program
2016



OVER 1000 COMPANIES, REPRESENTING EVERY REGION OF THE WORLD.

NICE User Group (NUG) is a knowledge community for customers of NICE Systems. The group has members from over 1000 companies, representing every region of the world. NUG helps members optimize the value of NICE solutions in their organizations through sharing of best practices. The group partners with NICE to deliver an annual user conference, educational calls and webinars, and offer an online environment in which members can interact and share experiences. NUG also works closely with NICE leadership to influence product, service, and policy direction.

The volunteer NUG Board of Directors, comprised of NICE customers, provides structure and direction for the NUG organization and ensures that all NUG activities support the organization's mission and objectives, while upholding the interests of the group's members. Join NUG and participate in a knowledge community dedicated to helping you succeed! Membership is free to any NICE customer! Simply visit

www.niceusergroup.org

Why Join?

1. BRING THE INDUSTRY'S BEST PRACTICES TO YOUR COMPANY

Learn what companies from a variety of industries and environments are doing. Take the best ideas back to your organization and immediately impact performance.

2. GROW YOUR NETWORK AND SHARE YOUR EXPERTISE.

Nothing helps you get through a tough situation better than talking it through with someone who's been there. Through NUG you can find others in your industry... On your technology platform... Using the same applications... In your geographic area... Search the member directory and reach out to others facing the same challenges. (See image 1.0)

3. MAXIMIZE THE VALUE OF YOUR SOLUTION

With any technology, most users learn the basics and never take full advantage of all the features and possibilities. User manuals and formal training only take you so far. Take advantage of NUG's strong peer-to-peer network to get every ounce of value from your NICE investments. From the forums tab in the community section of the NUG website, you can pose questions to other users and provide input to help others with their issues. (See image 1.1)

4. GET GREATER ACCESS TO NICE PEOPLE

NICE Management is tuned into NUG – they strongly support this initiative and its activities. By joining NUG and expressing your ideas and needs, you are part of a voice with a direct line to NICE Management. NICE's subject matter experts – R&D specialists, Technical experts, Quality pros, Consultants – also participate actively in NUG – sharing the best thinking in the industry. Learn and share with these experts and your peers in an open and fluid environment.

5. SEE YOUR BRIGHTEST IDEAS COME TO LIFE

The NUG website ideas page is your source for making suggestions directly to the NICE R&D team. As other members vote on your ideas, your suggestion moves up in the development queue. And in the meantime, use this area to reach out and even collaborate with others to explore interim solutions. The ideas summary on the home page highlights how many of user ideas NICE has already implemented. Of the top 10 ideas as determined by the number of votes, 70% have been delivered and 30% are under review, being monitored for popularity and consideration in roadmap. (See image 1.2)

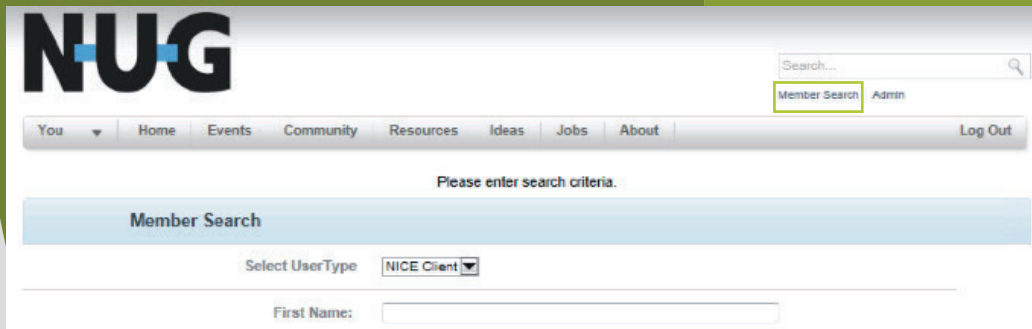


IMAGE 1.0

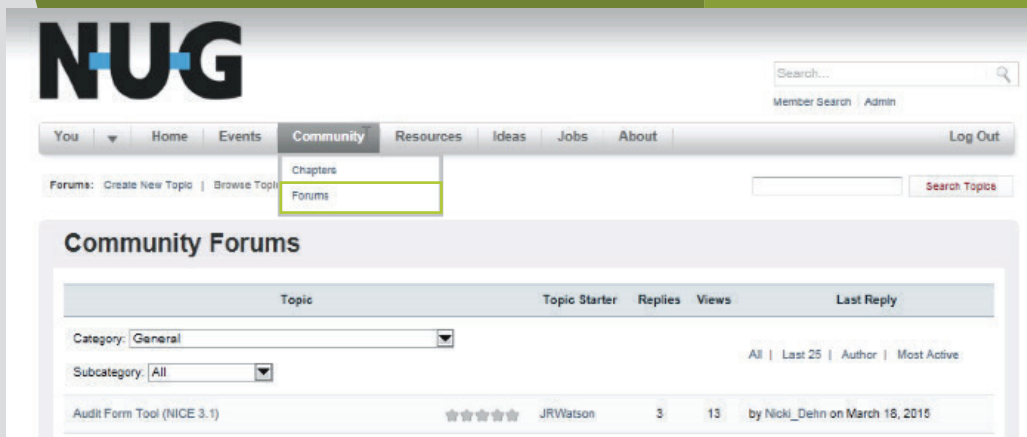


IMAGE 1.1

FREQUENTLY ASKED QUESTIONS

WHAT HAPPENS AFTER I SUBMIT AN IDEA ON THE FORUM?

- Other users review your idea and may vote on it. A vote indicates there is another user who is interested your idea.
- Each vote counts as 10 points; an idea with 40 points has 4 individual user votes.
- NICE Product Management periodically reviews the ideas.
- Ideas with the most votes have a higher probability of being selected for a feature release.
- An idea with the most votes does not necessarily mean it will be selected for development. The number of votes is one of several factors considered when selecting features to add to the product.

HOW OFTEN DOES NICE PRODUCT MANAGEMENT REVIEW THE FORUM?

- At least twice per year during the planning phase for each feature release.
- Periodic reviews are performed on an ad-hoc basis to ensure Product Management stays informed of the ideas.
- Please note: Product Management may offer alternative solutions, or may close an idea if it is not feasible to add to the product.

WILL I RECEIVE A DIRECT RESPONSE ON MY IDEA?

- You will receive alerts as the status of your idea changes. If your idea is selected for development, you may be contacted by Product Management to ensure requirements are well documented. Otherwise, you will not receive a direct response from Product Management.
- Please check back on the Ideas Forum – there may be comments from Product Management or other customers.

HOW CAN I SEE IF MY IDEA IS ALREADY POSTED BY SOMEONE ELSE WHO HAD THE SAME IDEA?

- Go to the Ideas main page, enter keyword(s) in the box beside the Search Ideas button, then click the button.
- Please search before posting. You should add your vote to an identical idea rather than starting a new idea.

HOW CAN I VOTE ON AN IDEA?

- Click the Vote button on the Idea's page, or on the search results page.

CAN I SEE WHO HAS VOTED ON AN IDEA?

- Yes – scroll to the bottom of the Idea's page and review the "Vote for by" list.
- Contact those interested in the idea – they may have viable interim solutions to help you.

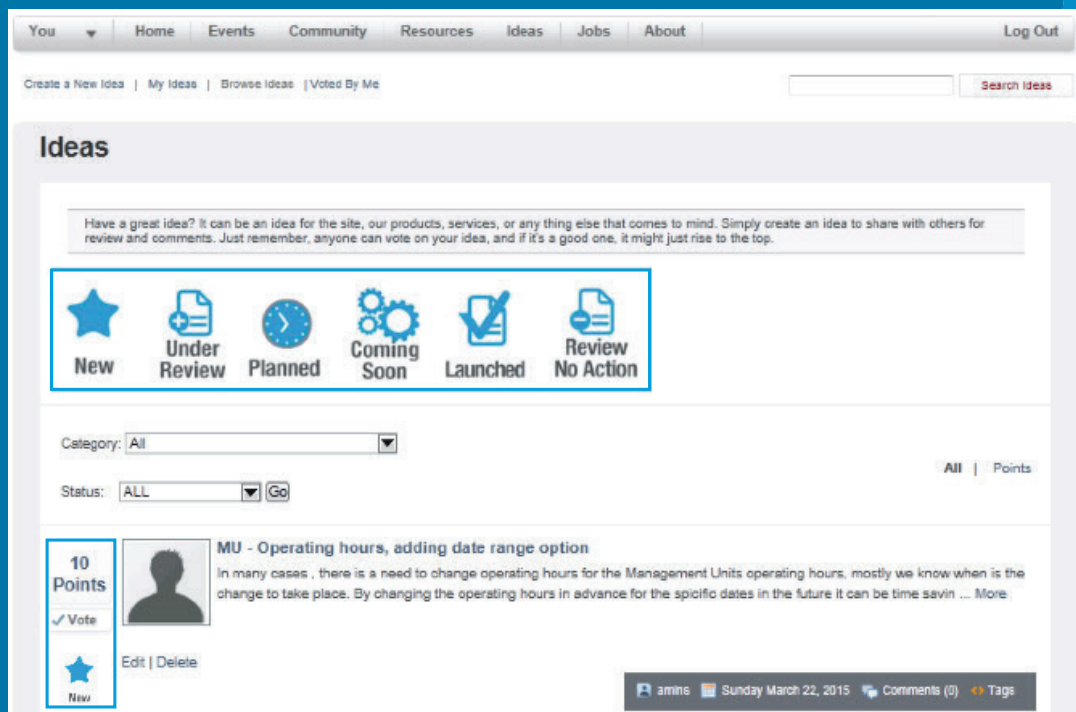


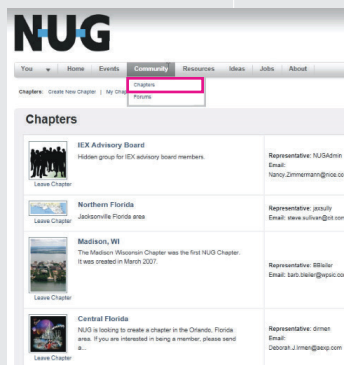
IMAGE 1.2

WHAT DO THE VARIOUS “STATUS” ICONS MEAN?

- **New:** the Idea has not yet been reviewed by Product Management. The idea can continue to accumulate votes.
- **Under Review:** Product Management has reviewed the idea. Alternative solutions or clarifying questions may be noted in the comments. The idea can continue to accumulate votes.
- **Planned:** Product Management has reviewed the idea. It has been deemed a high impact, high strategic value idea and plans are being made to add it to the product, but it has not been assigned to a specific release yet.
- **Coming soon:** Product Management has reviewed the idea. It has been deemed a high impact, high strategic value idea and it has been targeted to a specific release.
- **Launched:** The idea was selected, was targeted to a specific release, and the release has been delivered with the idea included.
- **Review No Action:** Product Management has reviewed the idea and has determined that it is not feasible, or there is a viable alternative to meet the need. Review the comments for details.

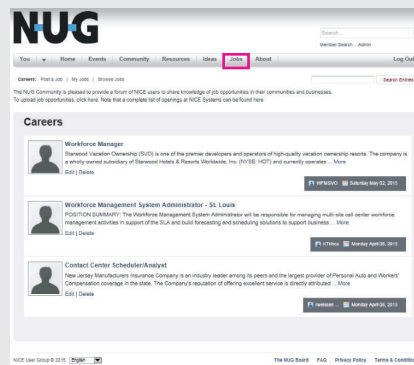
PARTICIPATE IN LOCAL, TOPICAL OR CORPORATE CHAPTERS

NUG chapters bring together members with similar interests, goals or concerns. Chapters offer an opportunity for members to meet regularly to share ideas, learn best practices, answer each other's questions, and see product demonstrations.



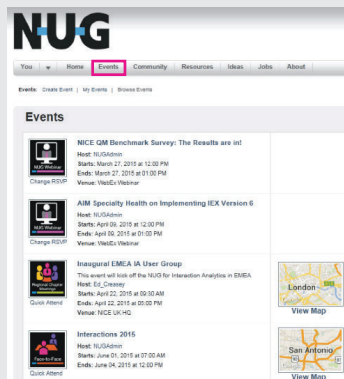
RECRUIT TALENT

Looking for someone that has NICE skills? Use the jobs board to share your open, NICE-solution positions available in your organization and review jobs opportunities posted by other members in the community.



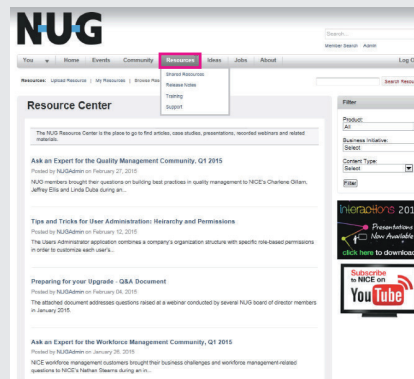
GROW YOUR SKILLSET

NICE customers and subject member experts share expertise and experience via regularly scheduled webinars.



THE RESOURCE CENTER

The NUG's resource tab is your source for user and NICE-branded shared resources... articles, case studies, presentations, recorded webinars and more. In addition, the resources menu option provides instructions for accessing your release notes, NICE Training and NICE Support.



DISCOUNTS ON THE NICE EDUCATION PORTAL

The NICE Education Portal is a valuable source for training and advisory services, including live e-learning events, recorded sessions library, private follow-up sessions, useful documentation, and more. As a NUG member, you receive discounted subscription rates.

HAVE SOME FUN!

The NUG community offers a robust gamification plan that includes awarding points and badges for specific activities that matter to the community as a whole. Studies show that organizations implementing gamification programs can increase member skills by more than 70 percent and keep users coming back for more. Participation is automated through the system, and open to all NUG website users, so get active and let the gaming begin!

EARNING POINTS

You accumulate points by participating in a variety of activities designed to help you grow your network and your skillset.

NUG MEMBER

As a NUG member, you'll automatically accumulate points based on your online activity. Points accumulate as you share knowledge in forums, post resources and job openings, attend events and make friends.

Points	Activity
5 points	Upload First Avatar
5 points	Create Topic
10 points	Update member information
10 points	Create group
10 points	Create discussion thread
10 points	Update profile information
10 points	Create-follow (add a friend)
10 points	Create-followed (if they add you back)

Points	Activity
10 points	Join group
10 points	Join event
15 points	Post job opening
15 points	Attend an INTERACTIONS customer conference
15 points	Create event
20 points	Post forum comment
25 points	Upload a resource

AMBASSADOR














Being an ambassador carries greater interaction and opportunity. Participating as an ambassador requires an extra step on your part --- connecting with the NUG administrator (email: admin@niceusergroup.org) and identifying activities you'd be open to considering and have permissions within your company to support. As opportunities become available, the NICE marketing team will engage you in activities, resulting in your earning additional points for your company.

Points	Activity
100 points	Accept NICE request for an onsite introduction/meeting at INTERACTIONS
750 points	Accept a reference call
750 points	Approve a success story summary slide of your NICE implementation
750 points	Participate in an analyst survey
1000 points	Lead a webinar
1000 points	Host a regional chapter meeting or site tour
1000 points	Apply for a NICE Customer Excellence Award
1000 points	Speak at INTERACTIONS or an industry event

Points	Activity
1500 points	Participate in a video interview (published on NICE.com and NICE's YouTube channel)
1500 points	Authorize a customer case study for NICE.com
2000 points	Participate in a media interview or other press activity
2000 points	Authorize a press release about a new implementation
2000 points	Provide a quote for a press release on a particular topic
2000 points	Allow an onsite video testimonial to be filmed

BADGES

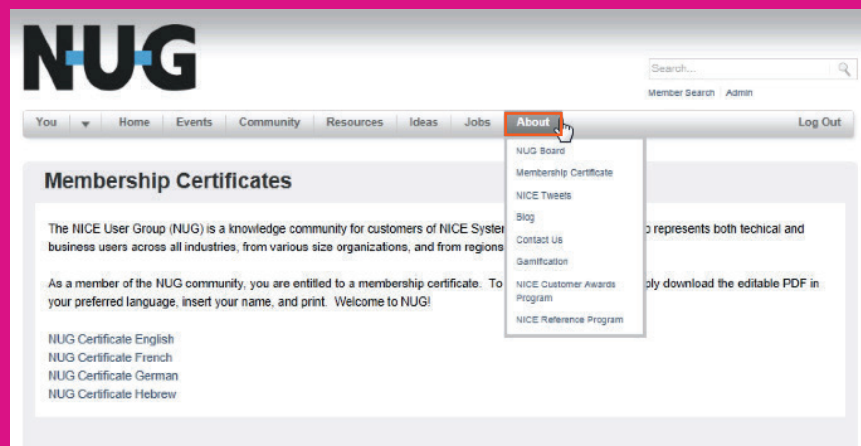
NUG Members earn a variety of benefits such as profile badges, training, conference passes and more. Profile badges include:

	Award Winner Badge - denotes winners of the NICE Customer Excellence Award program		NUG Star Badge - for community members active in the NUG prior to the formal launch of NICE's Gamification Program
	Bright Ideas Badge - for users who have suggested ideas that have been implemented by NICE Systems		Super User Badge - awarded at the Discretion of the NUG President for Above and Beyond support of NUG
	Chapter Member Badge - notes those belonging to local or virtual chapters		Storyteller Badge - for speaking at an event
	Service Badge - designates those serving on the NUG board		Awesome Upgrader Badge - given to customers who have upgraded their NICE solution
	Ambassador Badge - designates clients who serve as NICE ambassadors, actively partnering with NICE to share their story		Site Host Badge - awarded to clients who host NUG meetings at their company's location
	Attendance Badge - recognizes those who attended INTERACTIONS by year		Chapter Leader Badge - for members who serve as chapter leaders
	Mystery Badge - Every time you reach 50 points your achievement profile icon changes on your profile and dashboard pages. The mystery image "grows" along with time and activity.		

Badges are continually introduced to the program to keep it fresh and engaging. Do you have idea for a badge we hadn't thought of? Submit your suggestions on the ideas section of the website. You'll earn a bright ideas badge when your idea is implemented!

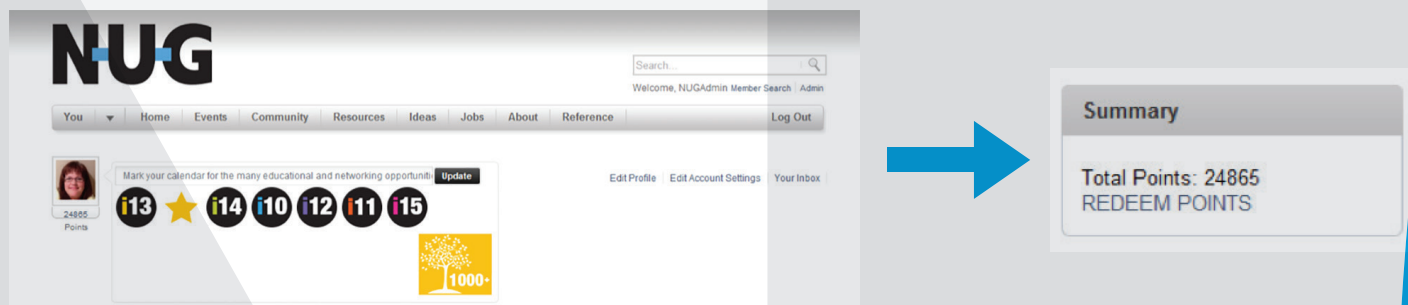
MEMBERSHIP CERTIFICATES

All members of the NUG community are welcome and encouraged to customize and print an individual membership certificate to display in their offices.



The screenshot shows the NUG website interface. At the top, there's a navigation bar with links for Home, Events, Community, Resources, Ideas, Jobs, and About. The 'About' menu is expanded, showing options like NUG Board, Membership Certificate, NICE Tweets, Blog, Contact Us, Gamification, NICE Customer Awards Program, and NICE Reference Program. The main content area features the NUG logo, a search bar, and a 'Membership Certificates' section. This section includes a description of the NUG community and a list of certificate languages: NUG Certificate English, NUG Certificate French, NUG Certificate German, and NUG Certificate Hebrew.

As your points accumulate, you can choose from a variety of incentives that are right for your business. From your dashboard profile, click the points total under your profile picture to view a complete list of your activities and to redeem your points.



Individuals within the same organization can combine their points to reach certain levels of redemption by contacting the NUG administrator. The total available points awarded to any organization during a calendar year is capped at 25,000 points.

NUG MEMBERS may redeem the following awards:

Points	Activity
150 points	\$50 off any NICE training of your choice (Up to 10 passes total, per company, per calendar year.)
200 points	\$150 off INTERACTIONS (Up to 10 passes total, per company, per calendar year.)
350 points	NUG Power Charger
400 points	NICE Leather Journal (Up to 10 per company, per calendar year.)
500 points	NUG JUG – a water bottle sporting the NICE User Group (NUG) logo.
600 points	\$100 off of any NICE training class of your choice (Up to 10 per company per calendar year.)
650 points	NUG Ball Cap
800 points	Set of 100 NUG lanyards for you and your teammates.
1000 points	Five 3-month user licenses for a NICE Education Portal Content Pack of your designation (Up to 2 per company per calendar year.)
1200 points	Set of 100 NUG Bright Ideas stressbulbs for you and your colleagues

AMBASSADORS can use their points for all of the above **PLUS:**

Points	Activity
2500 points	One pass to an Interactions Customer Conference. Customer responsible for travel expenses. (Up to 5 per company per calendar year.)
2500 points	Half-Day Webinar with a Value Added Consulting Team Member to discuss any NICE-related issues. (Up to 2 per company per calendar year.)
4000 points	Thirty percent discount of up to \$15,000 on any end user training engagement purchased. (Up to 1 per company per calendar year.)
5000 points	One day of onsite professional services (System Health Check) with a Value Added Consulting Team Member as part of an engagement 3 days or longer. Customer responsible for travel expenses. (Up to 1 per company per calendar year.)
5000 points	One seat to any public NICE course of customers' choice. Customer responsible for travel. (Up to 1 per company, per calendar year.)

For more information, please call 972-301-4847 or email admin@niceusergroup.org.

Please note that limited quantities are available for select awards.

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.