

# Customer Engagement Health and Maturity Check

## 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.

## The Goal of the Health and Maturity Check

The goal of the NICE Customer Engagement Analytics (CEA) Health and Maturity Check is to identify current challenges and opportunities for improvement to the customer experience across all interaction points. The purpose of the assessment is to ensure that changes that impact the customer experience will add quantifiable value to the business both now and in the future.

The assessment is conducted by a qualified NICE CEA Success Consultant, who through an interview with key customer business owners, will

identify areas of improvement and optimization that can be accomplished using a combination of technology, process improvements and industry best practices. The deliverable from this engagement is a findings presentation that includes solution recommendations, change management, and their associated business impact which can serve as the basis for a more formal business case as required by the customer

## The Value of the Health and Maturity Check



A review of your business operation that will focus on the processes and methods that impact the successful execution of your current business initiatives



A quantified view of the issues and challenges that exist in your operation today



Overall education around how different technologies may support your current business needs and future initiatives



An experienced customer success consultant



Feedback on how your operations compares to similar operations globally



Assistance in creating a business case for identified solutions

### The CEA Health and Maturity Check focuses around 7 Key areas:

1. Operational Excellence
2. People and Culture
3. Customer Recovery
4. Driving Actions
5. Employee Engagement
6. Insights Methodology
7. Reporting and Analysis

We take the results and align your company's current status with your strategic goals to identify and prioritize the areas to focus on.

Impact on Company	Very High			Priority Areas		2
	High		3			
	Moderate	1				7
	Low		4	5	6	
	No Impact					
		Superior	Strong	Adequate	Marginal	Weak
Company's Current Effectiveness						

To request your personalized CEA Health and Maturity Check today please speak to your account manager or contact Jim Walter ([jim.walter@nice.com](mailto:jim.walter@nice.com)).