



NICE Handle Time Optimization Business Solution

Balance Handle Time
and Customer Experience

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

NICE Handle Time Optimization Business Solution

With NICE Handle Time Optimization you will:



Understand
What Drives
Long
Interactions



Guide Agents
to Resolve
Customer Issues
More Efficiently

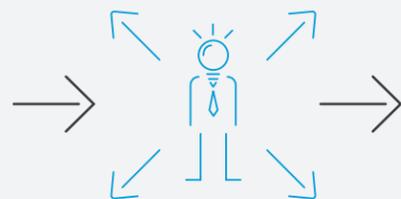


Close
Agent
Knowledge
Gaps



Automate
Customer
Authentication
and Desktop
Processes

The Result



Higher operational
efficiency and better
customer experience

You can't do it all. Or can you ?

For customer-facing organizations, the multifaceted exchange of interactions with customers grows every day, as does the diversity and number of products, offers and contact channels these interactions involve. Complexity is the daily order. And average handle time, the contact center's key performance indicator, grows harder and harder to manage.

But that's only part of the picture. Corporate executives demand more from customer interactions, heedless of contact times and costs. Agents now must divide their time among a number of competing priorities: Provide a compelling customer experience, solve increasingly complex service issues, up-sell and cross-sell new products and services, maintain compliance and always strive to keep interaction times to a minimum.

Common logic might suggest that improvements in handle time come at the expense of customer experience. But now you can do it all.

Balance Handle Time & Customer Experience

NICE Handle Time Optimization is a comprehensive closed-loop solution for reducing handle time and related costs, while improving the customer experience. It analyzes unstructured data captured from multiple channels such as phone calls and online chats, as well as data drawn from employees' desktop activities, and employs automation to:

- Understand drivers of long calls (could be process or agent related)
- Eliminate time spent authenticating customer identity
- Identify training opportunities to improve agents' efficiency
- Provide proactive, context sensitive, next-best-action guidance to agents as they work with customers in real time
- Autofill forms and complete routine processes on the agent desktop to speed the interaction, minimize data entry errors and enable agents to focus on the customer



Based on NICE benchmarks, more than 30% of total call time is spent in silence, which can indicate agent knowledge gaps and desktop application complexity.

Optimizing Interaction Handle Time

Invest

time in high ROI areas

- Revenue generation
- FCR
- Customer Rapport

Understand

where you spend your time

- 'Hot topics' of calls
- Which calls are the longest
- Trends and problematic interactions

Reclaim

wasted time

- Guide agents through complex processes
- Automate routine agent tasks

Identify

wasted time

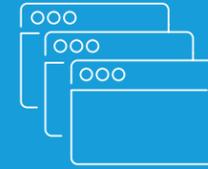
- Low performing agents
- Processes which drive up HT

Analyze Interactions and Set Standards

NICE Handle Time Optimization employs Interaction and Desktop Analytics for analyzing voice, emails, chats and other interactions, as well as agent desktop activity-to automatically break down and categorize the content of interactions to understand:

- What was the total interaction handle time?
- How much time is spent on each element of the interaction - authentication, issue identification and call wrap-up?
- How long do agents spend searching the knowledge base to answer customers' questions?

The solution then analyzes average handle time by call type and part, and enables contact centers to set specific handle time targets by call complexity or revenue potential. Set lower handle time targets for routine and simple call types; allow more time for calls containing up-sell attempts. This capability not only ensures that agents' time is invested in ways that help your center successfully meet all key objectives, it also makes clear which call types, processes, teams and individuals need attention.



NICE customer base benchmarks show that the typical agent desktop has 6 or more applications open at any given time, which can signal complex processes.

Lifecycle of the Service Interaction



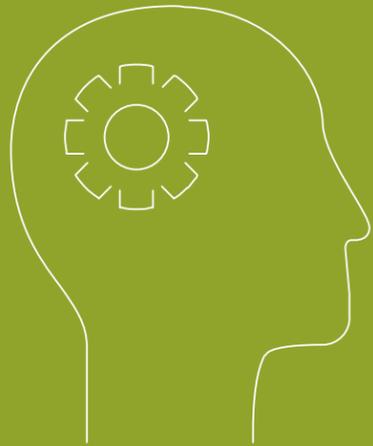
Optimized Processes and Best Practices

- Take corrective action, based on 'after service' analysis
- Identify the next process/agent improvement opportunity

NICE Handle Time Optimization helps contact centers implement improvement plans, addressing both agents' skill level and ability to quickly address customer issues. As a way of improvement, the insights from the solution's analysis drive targeted training and coaching to agents with specific knowledge gaps.

Immediate impact can be seen in Real-Time Agent Guidance. As NICE Handle Time Optimization monitors customer interactions in real time, it presents agents with context-sensitive knowledge and information-via on-screen callout windows-to guide them efficiently through customer issues, no matter how complex.

Use Insights
to Impact
Handle Time



Authenticate & Automate

Authenticating customers is an integral security measure, yet the process is timeconsuming and can compromise customer experience. Using voice biometrics (or voice-printing) technology, NICE Handle Time Optimization seamlessly enrolls customers and authenticates their identity automatically in the first seconds of the call.

NICE Handle Time Optimization also automates mundane, routine desktop activities so they don't distract agents or drag down handle time. The solution automates data entry tasks, auto-completing various desktop application forms and documenting the call as part of routine call wrap-up, allowing agents to focus on the customer and eliminating human error.

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Most leading enterprises looking to protect their contact centers and their customers will typically report authentication times of 45 to 60 seconds...”

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US Contact Center Decision Makers' Guide, April 2013

The Benefits of NICE Handle Time Optimization



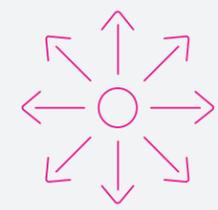
Real-Time Authentication

- Enroll customers in a seamless, passive process
- Authenticate customers' identity securely and automatically in the first 15 seconds of the call



Interaction Analytics

- Understand root causes of long interactions
- Identify skill/ knowledge gaps and best practices
- Target coaching and training to specific agents



Real-Time Service Optimization

- Provide on-screen agent guidance
- Gain analytics-driven decisioning
- Automate routine processes
- Operationalize best practices



Success Stories

Companies around the world are achieving dramatic improvements in handle time and other key performance indicators using NICE Handle Time Optimization:

The Home Depot

Cut average handle time by 27%

Realized \$10.8 million in additional revenue by improving closing rate

Leading European Telco

Eliminated all security questions to save 40 seconds off each call

Nationwide

Reduced average handle time by 29 seconds

Improved customer satisfaction by more than 34 points