

# NICE Twitter Analytics

## About NICE

NICE (NASDAQ: NICE) is the worldwide leading provider of enterprise software solutions that empower organizations to make smarter decisions based on advanced analytics of structured and unstructured data. NICE solutions help the world's largest organizations deliver better customer service, ensure compliance, combat fraud and safeguard citizens. Over 25,000 organizations in more than 150 countries, including over 80 of the Fortune 100 companies, are using NICE solutions.



# Hearing the (Total) Voice of the Customer

By harnessing Twitter data in real time, NICE Twitter Analytics empowers your business to know what the public is saying about your brand, which sentiments drive your customers, which trends present the next opportunity, and which advantages your competitors might hold. It is a vital component of NICE Total Voice of the Customer (NICE TVOC), reflecting our vision of an unparalleled, 360-degree view of the customer, incorporating both direct and indirect engagement channels. NICE TVOC empowers clients to truly know their customers—and use that knowledge to perfect customer service, ensure long-term customer loyalty and brand advocacy, and reinforce revenue streams.

According to Forrester, “only 29% of CX professionals incorporate social feedback into their VOC program.”<sup>1</sup> This leaves most at a disadvantage, as this data would expand the customer voice to include their actual words and concerns—you can observe which subjects sufficiently motivated people to speak their minds, as opposed to surveys reflecting internal priorities—in addition to accounting for the voice of competitors’ customers.

In one of Forrester’s examples, hotel properties demonstrated a correlation between their direct responses to social media-based customer reviews and a rise in Net Promoter Scores (NPS®). In another, a major airline announced it would change its onboard music selection via Twitter, “closing the loop” with customers who had criticized the airline’s music via that same medium.



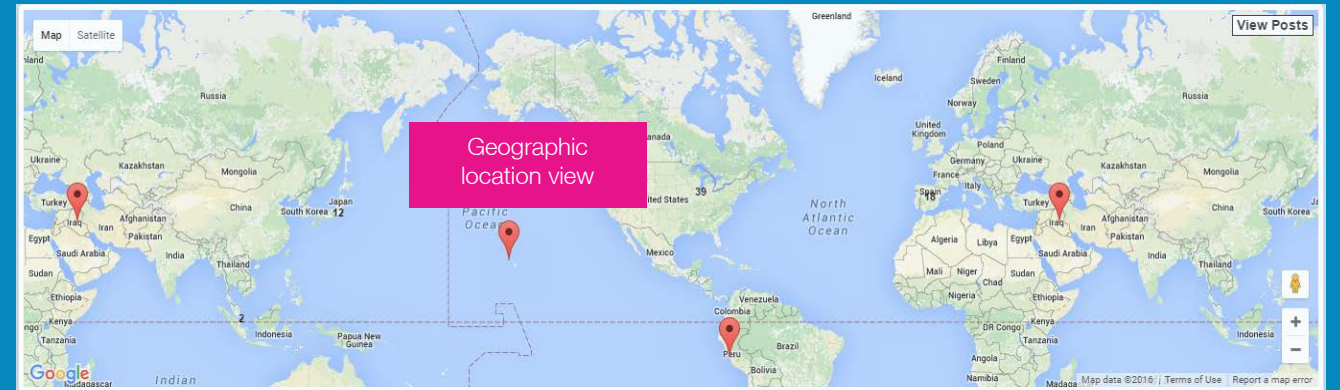
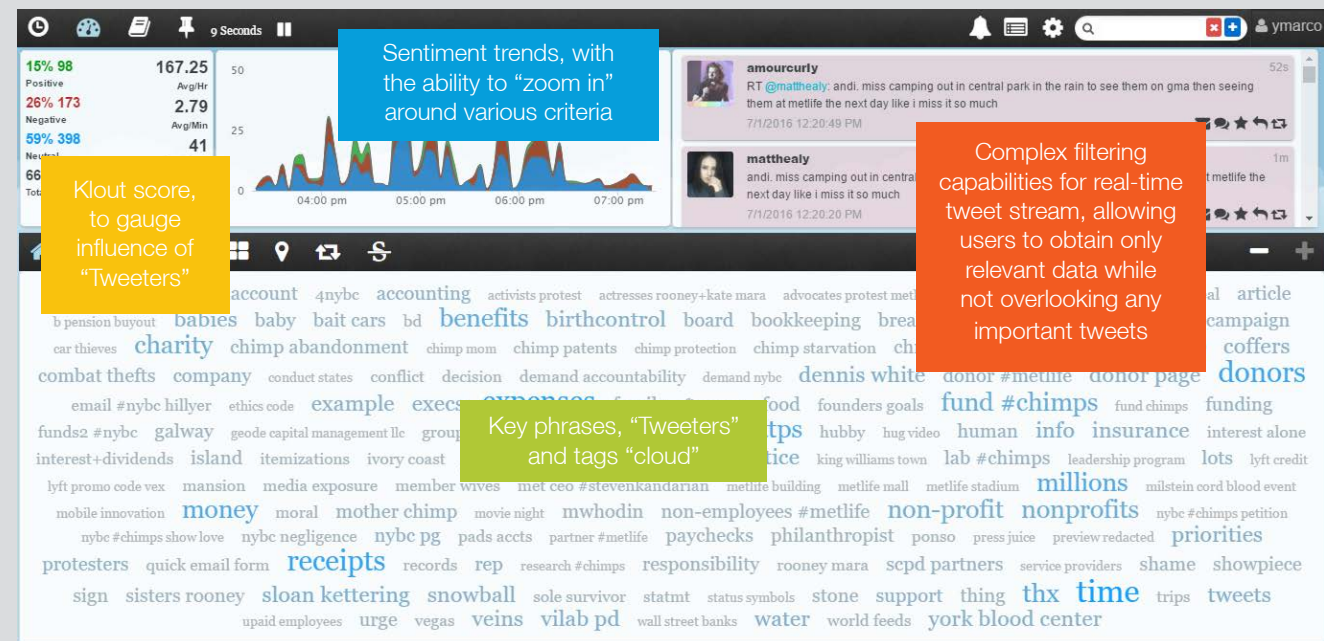




# Customer Data Ripe for the Picking

Perhaps no medium is better attuned to the voice of the customer, and of the potential customer, than Twitter. Unlike Facebook and LinkedIn, Twitter is “open” for anyone to view. It is the world’s “bulletin board,” available for anyone to read, anytime. NICE Twitter Analytics helps you convert tweets into valuable insights and considerable opportunity.

Unlike social media integrations by other vendors, NICE developed Twitter Analytics directly with Twitter, with no third-party data aggregator involved, providing tight integration with Twitter and enabling users to expand the solution as the organization’s needs and priorities evolve. Everything you need for gathering, aggregating, interpreting and leveraging Twitter data is right there:



Furthermore, users can establish alerts, triggered by any criteria of the business’s choosing. Personal Identification Numbers support security protocols and multiple instances of custom reporting.

People are using Twitter to tell the world how to optimize your products and services, why they might choose a competitor instead, and how to earn their loyalty. Are you listening?

Contact NICE today, and we’ll demonstrate how NICE Twitter Analytics can drive success for your VOC program.

<sup>1</sup>“Q&A: The Top 10 Things to Know About Social Media in Voice of the Customer Programs,” Maxie Schmidt-Subramanian and Allison Smith, Forrester Research, 2015.