NICE

the POWER of knowing

NICE Customer Engagement Solutions

ABOUT NICE

NICE (NASDAQ: NICE) is the worldwide leader of software solutions that deliver strategic insights by capturing and analyzing mass quantities of structured and unstructured data in real time from multiple sources, including, phone calls, mobile apps, emails, chat, social media, and video. NICE solutions enable organizations to take the Next-Best-Action to improve customer experience and business results, ensure compliance, fight financial crime, and safeguard people and assets. NICE solutions are used by over 25,000 organizations in more than 150 countries, including over 80 of the Fortune 100 companies. www.nice.com

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NICE CUSTOMER ENGAGEMENT SOLUTIONS

THE FOCUS OF BUSINESS TODAY HAS SHIFTED AWAY FROM DIFFERENTIATING BASED ON PRODUCT AND PRICING TO CREATING A PERFECT CUSTOMER EXPERIENCE. CUSTOMERS ARE NOW IN THE DRIVER'S SEAT, DEMANDING AN EXPERIENCE THAT MEETS THEIR EXPECTATIONS.

Customer service organizations have always been in a continuous struggle to respond to the ever-changing landscape of customer expectations. No other industry has had to adapt and evolve more quickly to the new era of the empowered consumer, the growing number of communication channels and the challenges of the new millennial employee. And the contact center, with its special position, seated at the crossroads of customers, channel and employees, has been leading the customer service evolution for decades

Below are some of the main challenges

TECHNOLOGY-EMPOWERED CUSTOMERS

ANALYTICS OVER BIG DATA

MILLENNIAL EMPLOYEES

FOR OVER 30 YEARS WE, AT NICE (NASDAQ: NICE), HAVE HELPED CUSTOMER SERVICE ORGANIZATIONS, AND CONTACT CENTERS IN PARTICULAR, EVOLVE BY UNCOVERING CUSTOMER INSIGHT, PREDICTING HUMAN INTENT AND TAKING THE RIGHT ACTION TO IMPROVE THEIR BUSINESS. WE'VE ALWAYS TAKEN GREAT PRIDE IN OUR UNIQUE PERSPECTIVE, AT THE FOREFRONT OF SUPPORTING AND ENABLING CONTACT CENTERS TO RESPOND TO THE COMPLEXITIES AND CHALLENGES OF CREATING PERFECT CUSTOMER EXPERIENCES.

TECHNOLOGY-EMPOWERED CUSTOMERS

In what Forrester has described as "the age of the customer," today's customers may very well know more than the company representative about the product and service they seek. They also expect to get the service they require at the time they want through the channel most convenient to them.

A recent consumer survey conducted by NICE shows that consumers are now using on average six channels to interact with their service providers.

In addition social media provides consumers with a megaphone to broadcast their experiences to the world, increasing the importance of the individual experience dramatically.

OVERFLOW OF DATA

The second challenge is sometimes referred to as 'Big Data'. Organizations struggle to process huge amounts of customer data, including many millions of interaction records. No less important, when this data resides in lots of different places it provides limited value to the wider organization. This means that there is no easy way for companies to understand their customer, and it is even harder to operationalize and act upon that knowledge.

MILLENNIAL EMPLOYEES

Millennials are quickly filling up the workforce and service providers need to adapt in order to improve their performance. The Millennial generation has by and large been given a bad rap. Some of it is deserved; Millennials do have a high turn-over rate, especially in customer service where the annual average is around 50 percent. But when you drill down, you'll find that many of the conflicts between Millennials and their employees are due to the fact that most companies haven't adapted to the core requirements of Millennials, who mainly seek a workplace that provides flexibility, empowerment and engagement.

Get the RIGHT DATA

First, it means the confidence in having the right data easily within your reach. It's about incorporating new elements into your business that are critical for you to truly know. Elements such as:

- The actual customer interactions. Conversations, calls, chats, emails… happening between people.
- Your employee behavior, attributes and characteristics, their persona.
- The full customer journey, across all touch points, available in its entirety in one place.
- The individual customer journey, down to each unique customer.

Generate the Right insight

Second, the power of knowing means having the confidence that you're generating the right insight from this data:

- It's about using the most powerful, most accurate, fastest, state-of-the-art analytics technology, that is not only scalable but also comes with a manageable TCO: Analytics With No Limits.
- And it's about combining this analytics with the smartest decisioning engines, that can provide specific recommendations about what you should be doing next.

Execute the right action

Finally, the power of knowing is ultimately about the confidence in taking the right action, based on the generated insight:

- It's about acting in real time, when the rubber meats the road, and having the right tools to inject that relevant analytical insight at the time of the interaction itself.
- And it's about embedding insight in your day-to-day business processes and workflows.

For additional information please visit the Creating Perfect Experiences website:
www.nice.com/websites/Perfect_experiences