



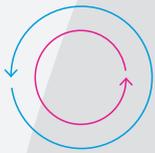
NICE Chat Recording

Get the full picture

PUTTING CUSTOMERS IN THE CENTER

Great customer experience is widely recognized today as the number one differentiator. To achieve it, organizations are becoming customer-centric and investing energy and resources to meet customers on their terms. In the digital age, that means offering numerous engagement channels including web, mobile apps, chat, social media, email, video and more.

Introducing new channels one by one is one thing. Creating a consistent, seamless experience is another. Organizations are making huge efforts to align and integrate channel and streamline engagement, to ensure customers enjoy a frictionless omni-channel experience.



Omni-channel inside and out

Your ability to provide great omni-channel customer experience depends on having the right tools to create it. The building blocks of a great omni-channel experience include technology to build on, processes to ensure things are working as they should and your employees have the knowledge, skills and tools to engage with customers. To provide great omni-channel customer experience, organizations need to make sure that they are omni-channel inside and out.

Being omni-channel inside and out means that the underlying IT foundation is omni-channel by design, able to support any new channel introduced to the contact center. It means that processes and best practices that were developed over years of experience can be extended to new channels, that interactions can be analyzed and evaluated and agents can get the right training to allow them to constantly improve.

NICE AIR and Engage is the first true omni-channel recording solution, recording all channels with a single server so you can stay compliant and use the same business applications on all channels.

NICE Omni-Channel Recording:

Ensure compliance on all channels

- Record new channels from day one without investing in new systems
- Apply complex recording rules and change retention policies as needed, no matter the channel
- Search, play and act upon interactions from all channels, in a single place
- Never lose an interaction with advanced resiliency solutions and 1-click disaster recovery
- Meet the strictest security standards

Improve customer experience

- Ensure consistent messaging and quality of service by extending your quality management program to all channels
- Get the full interaction picture with enhanced business data, screen capture and agent tagging
- Understand interaction context with recent interactions from all channels
- Leverage analytics to improve quality and uncover business trends across channels

More efficient operation

- Enjoy operational flexibility and lower cost with a single powerful recorder that records all channels
- Allocate resources to where they are needed with DIY license management
- Avoid the swivel chair effect of multiple systems - saving you time and reducing the risk of errors

Let's start chatting

One of the most popular modes of communication today is chat. In fact, certain segments would much rather conduct all their communication with organizations via chat.

That's why so many organizations are engaging, or are planning to engage, with their customers using chat.

Hit the ground running

With today's connected consumers, you have no second chance. Poor service quality leads to customer abandonment and social backlash.

Monitoring quality and ensuring compliance for each new channel, separately and all together, enables organizations to know and keep track of the kind of service they are providing their customers and to have the means to identify customer trends and issues.

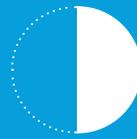
Apply your tried and tested compliance and quality practices when you roll out a new engagement channel such as chat, from day 1.



89%

measure quality of voice contacts (Dimension Data)

VS.



50%

measure quality on digital (Dimension Data)

As with voice calls, the full Return on Investment (ROI) for contact centers from new channels is achieved with interaction recording, quality management and analytics:

Compliance assurance

Contact centers face increasing regulation regarding responsible business conduct and privacy protection for both customers and agents. Maintaining a high level of compliance requires a rigorous compliance policy, tools to identify and mitigate breaches, and the ability to produce evidence in case of complaints, audits or litigation. These are achieved through interaction recording with its 3 Rs – Recording, Retention and Retrieval.

Recording | to get the full picture of customer engagements, record all interactions, on all channels, as well as any related information, such as business data, or interaction metadata.

Retention | regulations are continuously evolving. Flexible recording with the ability to easily update complex retention policies on any channel is a must for an organization that wishes to stay protected.

Retrieval | in cases of complaints and litigation, organizations need to be able to quickly provide all related information from all interactions, no matter the channel. Moreover, retrieval needs to be able to locate related interactions across channels, since by definition omni-channel engagements span several channels.

Quality management

Recording and analysis of contact center interactions are essential for optimizing processes, improving customer experience, increasing efficiency, and creating upsell opportunities. With NICE Chat Recording, you can extend the methodology and processes developed for voice interactions to chat interactions – from day one. This includes making sure your agents are:

- Maintaining a single standard of performance across all channels – voice, chat, video, e-mail, social media etc.
- Best representing your brand, in the manner most appropriate to the channel

In addition to its immediate impact, chat combined with screen capture is a great training asset:

- Supervisors and trainers can better identify problem areas
- Evaluating agents on their performance takes into account the whole picture

NICE Chat Recording key functionality:



Part of NICE AIR and Engage – the only true omni-channel platform for recording, archiving and playing of all types of interactions: audio, video, email, chat, SMS and social media.



Integration of related business data such as account details, customer data, interaction origin, survey results and more



Enable prompt search and playback of all types of interactions across all channels from a single point, including word search on text content.



Numerous Chat scenarios including 1-to-1 chat, multiple chats per agent, consultation chats, chatrooms, etc.



Combined with screen recording for a full understanding of agent activity



Advanced data protection and retention capabilities to help you comply with evolving regulation



Highlighting important performance information such as wait times, number of chats and more



Integrated with the leading chat vendors



Scalable technology supports evolving business needs as your contact center grows.



Open interface, allowing seamless integration with any chat platform

ALIGNED WITH THE LATEST TECHNOLOGIES, THE NICE CHAT RECORDING SOLUTION ADAPTS EASILY TO THE OPERATIONAL REQUIREMENTS OF ANY CONTACT CENTER.

About NICE systems

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.

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