

## NICE to Share Insights into Enhancing Business Performance by Leveraging Customer Interactions at CONAREC in Brazil

**RA'ANANA, ISRAEL, August 30, 2012, NICE Systems** today announced that it will showcase its advanced solutions portfolio for enterprises at the Congresso Nacional das Relações Empresa-Cliente (CONAREC). Ongoing demonstrations of its Real-Time application, NICE Fizzback solution, and NICE Performance Management platform, among others, will be offered in the NICE business room throughout the event, which takes place on September 4-5 at the Hotel Transamérica in São Paulo, Brazil. As well, NICE will present, *"An Offer You Can't Refuse,"* a session exploring how new insights can be gained from real-time customer interactions to discover what drives customer behavior.

The NICE presentation will address the question: How can businesses come best prepared in order to achieve maximum impact for their customers? The session will focus on the use of interaction analytics to capture the Voice of the Customer and provide real-time agent guidance at the Decisive Moment™, as the interaction unfolds. It will also examine the issue of the "all connected" customer – the consumer who enjoys more choices and more channels today – with a specific focus on enhancing the use of the mobile channel for better business and customer service. Led by Matthew Storm, Director of Innovation and Solutions at NICE, "An Offer You Can't Refuse" will take place on September 5<sup>th</sup> at 3:00 p.m.

CONAREC is Brazil's largest event dedicated to customer relationship management (CRM) and customer experience management (CEM). Thousands of executives from the industry's most prominent global and local organizations will gather to share innovative ideas and valuable best practices for improving their business operations.

"As the Brazilian market continues to expand, companies want to maintain their competitive edge and are seeking creative ways to consistently provide their customers with exceptional service while promoting their business goals," said Luiz Camargo, Country Manager of NICE Brazil and South Cone. "By offering advanced solutions to enhance the customer experience across communication channels, improve operational efficiency and grow revenue, NICE is enabling organizations to achieve these important goals."

NICE's Customer Interaction Management Offering enables organizations to impact the full lifecycle of every customer interaction by being well-prepared for each interaction, shaping the interaction in real time as it happens, and driving improvement across the enterprise for the next interaction. Driven by real-time, cross-channel analytics and Voice of the Customer insights, it offers targeted solutions for enhancing the customer experience, streamlining operational efficiency across the enterprise, improving employee performance, increasing service-to-sales revenue, and complying with policies and regulations. NICE Customer Interaction Management solutions, including on-premise and SaaS, are implemented by contact centers of all sizes, branches, retail stores, trading floors, and back office operations.

### About NICE Systems

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's 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](http://www.nice.com).

### Regional Press Agency Contact

Maira Porto, +55 11 5505 8922, [maira@dfreire.com.br](mailto:maira@dfreire.com.br)

### Corporate Media Contact

Erik Snider, +1 877 245 7448, [erik.snider@nice.com](mailto:erik.snider@nice.com)

### Investors

Marty Cohen, +1 212 574 3635, [ir@nice.com](mailto:ir@nice.com), ET

Anat Earon-Heilborn + 972 9 775 3798, [ir@nice.com](mailto:ir@nice.com), CET

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**Forward-Looking Statements**

*This press release contains forward-looking statements as that term is defined in the Private Securities Litigation Reform Act of 1995. Such forward-looking statements, including the statements by Messer Camargo, are based on the current expectations of the management of NICE-Systems Ltd. (the Company) only, and are subject to a number of risks and uncertainties that could cause the actual results or performance of the Company to differ materially from those described herein, including but not limited to the impact of the global economic environment on the Company's customer base (particularly financial services firms) and the resulting uncertainties; changes in technology and market requirements; decline in demand for the Company's products; inability to timely develop and introduce new technologies, products and applications; difficulties or delays in absorbing and integrating acquired operations, products, technologies and personnel; loss of market share; pressure on pricing resulting from competition; and inability to maintain certain marketing and distribution arrangements. For a more detailed description of the risk factors and uncertainties affecting the company, refer to the Company's reports filed from time to time with the Securities and Exchange Commission, including the Company's Annual Report on Form 20-F. The forward-looking statements contained in this press release are made as of the date of this press release, and the Company undertakes no obligation to update or revise them, except as required by law.*