# LEADING CX Agility

**NICE**

# THE EXPERT GUIDE
## TO CX EXCELLENCE
## IN THE NEW REALITY

# INTRODUCTION

The world as we knew it has dramatically changed. Organizations are facing more complex customer demands than ever, while at the same time supporting an "everywhere" workforce, located both remotely and at the office. As we move into this new reality, organizations are looking to implement long-term changes in their customer service operations that ensure CX excellence.

In today's contact centers, between 60 and 80% of agents are currently working from home. This new mode of operation is here to stay, as market predictions show that at least 30% of contact center agents will remain working from home long term.

It is now clear that organizations need to move to an Agile mode of operation that will enable them to renew, adapt, and change quickly, regardless of what the future may hold.

An Agile CX approach enables Customer Service organizations to continuously provide exceptional experiences for their customers and employees. It is a framework comprised of 5 key pillars that organizations should strive to operationalize under.

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# AGILE
# FOUNDATION

An Agile foundation is all about establishing a strong, stable yet flexible foundation, that enables organizations to respond to extreme changes with zero disruption or downtime, and in real time with the shortest time-to-innovate. To fully realize this level of agility - a cloud foundation approach is required.

In a recent survey conducted by NICE among contact center leaders, 74% said they are already now, or plan to be soon, fully cloud based.

In addition, social distancing and long-standing CX trends have accelerated the need for Digital Transformation and providing service seamlessly on Digital as well as legacy (e.g. voice) channels. In a recent study conducted by NICE, 51% of CX leaders claimed that over half their interactions in the past 3 months were being handled through digital channels.

NICE inContact CXone™ is a Digital-centric CX native cloud platform that enables customer service organizations to seamlessly extend contact center capabilities to agents working from any Internet enabled remote location. It is elastic and easily adjusts to changing volumes and incorporates applications that are purpose built for employee collaboration.

## NICE KEY CAPABILITIES

### Route

**CXone** provides a unified digital-centric environment that supports over 30 digital channels, blended seamlessly with voice. Omnichannel routing enables a quick deployment of contact center agents anytime, anywhere, and enables routing across all customer channels, adding self-service artificial intelligence (AI) chatbots and making rapid voice portal changes.

### Record

NICE's market leading omnichannel recording platform enables organizations to record 100% of interactions across voice and digital channels, regardless of employee location, and provides business continuity options to maintain no loss of recorded audio.

### Comply

Managing compliance with agents working from home is becoming a major concern and a real challenge. Transactions made by employees working from home are conducted in an environment that makes it difficult to ensure privacy and data security. NICE's **Compliance Center** is the only holistic omnichannel compliance solution for contact center employees working from home, bringing together assurance, analytics and automation dedicated to compliance and enabling the management of all IT compliance activities from a remote location and within a single consolidated view.

### Authenticate

Over the past year call volume and fraud attacks are increasing, with fraudsters taking advantage of the sensitivity and vulnerability that come with agents working remotely. Yet, customers are expecting a personal experience without compromising on security and privacy. With NICE's **Authentication & Fraud Prevention** solutions, a single customer voiceprint is used to streamline contact center authentication across multiple channels. Caller's claimed identity is verified during the first few seconds of a natural conversation with an agent, on the phone, in the IVR or on a Mobile application. Voiceprints are also matched against known fraudster lists to create real-time alerts delivered immediately to the agent's desktop.

# AGILE
# PLANNING

Managing a multichannel workforce is becoming more and more difficult given the need for an omnichannel and seamless experience. The ability to dynamically forecast and schedule office employees with remote employees, and adjust quickly to changing intraday requirements, is the new reality.

NICE combines artificial intelligence and flexibility to enable organizations to accurately plan and manage the workforce.

## NICE KEY CAPABILITIES

### Manage the Workforce

Our market leading AI-based long-term planning, forecasting, scheduling and intelligent automation **Workforce Management** solution is critical for unique schedule requirements in a work from anywhere environment. The solution ensures the right resources with the right skills are available at the right time, across multiple voice and digital channels, for both contact centers and the back office. It is available for deployment both on-premises and in the cloud.

### Hire

Everything around the workforce cycle is now done virtually, including hiring. Virtual hiring is a new challenge introduced to organizations by our new reality. NICE offers market leading hiring solutions, which provide an AI-infused virtual interview process, applying machine learning analytics to remove bias and adding speed and efficiency to the end-to-end hiring process.

### Schedule Intraday

NICE's **Employee Engagement Manager** uses an intelligent analytics engine (patented) that fully automates intraday & near-term schedule change communication & processing, staffing optimization, and KPI monitoring/alerting. It enables work from home contact centers to react to increasing employee requirements for shift flexibility and promotes agent work/life balance.

### Optimize IVR

Identify opportunities and IVR bottlenecks using advanced Analytics for diverting calls to self-help channels to reduce call volumes and increase digital containment during times of change that drive unexpected call volumes.

# AGILE VISIBILITY

In a remote working environment, understanding employee and customer activities, has become a real challenge. With supervisors' lack of clarity into what employees may be doing, visibility is becoming a critical capability for customer service organizations.

In a physical contact center environment, supervisors were able to walk the floor, see their agents, hear their conversations and get a sense of what they were doing. A supervisor would attend to agent's need by looking and listening to their behavior: Are the agents raising their voices during the interaction? Do they signal for help while trying to attend a certain customer request? Are there agents that are late to return from their coffee break? These observations and more, are now unavailable with the reality of a remote contact center.

NICE empowers organizations to gain visibility into customer interactions and understanding of employees working from home to uncover critical service attributes and improve behaviors that impact positive experiences.

## NICE KEY CAPABILITIES

### Enlighten

**NICE ENLIGHTEN** provides clear and objective visibility into the most complicated CX issues, as well as measuring a variety of agent soft skills in an automated and consistent way on each and every interaction.
It uses AI and machine learning to help predict issues before they occur and change the course of interactions as they happen, through interpreting and measuring human behaviors, thus delivering the metrics necessary to improve customer satisfaction results, and transforms subjective agent behaviors into objective insights – consistently, accurately, with no bias and without human effort.

### Analyze

**Nexidia Analytics** is based on years of industry-leading expertise to generate valuable business insights from analyzing customer interactions with at-home employees, using advanced omnichannel speech and text analytics capabilities. Using advanced Artificial Intelligence and Machine Learning algorithms, the solution automatically discovers interaction context including sentiment, identifies trends & drivers, and uncovers root causes.

### Analyze Desktop Activities

With NICE **Desktop Analytics** organizations gain visibility into at-home employee desktop activities, for both front- and back- office environments, using application and process monitoring to identify employee non-productive work, process bottlenecks and to surface best practices.

### Optimize Journeys

**Customer Journey Analytics** captures a holistic picture of customer interactions with at-home agents across all service channels, through enabling both aggregated and granular journey visualization to predict and act on valuable customer insight. The solution also calculates our patented Journey Excellence Score, which measures customer experience quality through scoring omnichannel journeys, prioritizing CX improvements and predicting outcomes.

# AGILE
# PERFORMANCE

Driving performance of remote employees can be a real challenge, due to the lack of insight and physical proximity.

At-home agents may feel unclear about their performance, and may ask themselves: Am I performing well? Are my peers performing better than me? What does my supervisor think about my performance? Supervisors on the other hand may wonder how their team is performing compared to other teams.

For these reasons, organizations need to constantly monitor their employees' performance, and they can do that using AI-powered analytics to make sure they deliver the right coaching and measure its effectiveness.

NICE provides various solutions for performance management, from automated quality scoring solutions that provide real time feedback and recommendations to agents directly to their desktop, through its robust performance management platform that pinpoints coaching opportunities, based on our customer feedback and personalization capabilities.

# NICE KEY CAPABILITIES

## Measure and maintain Quality

**NICE Quality Central** embraces a holistic approach to Quality Management, ensuring that processes and at-home employee performances align with business initiatives in today's omnichannel contact centers. The solution combines automation and flexibility to increase operational efficiency and productivity and uncover actionable insights, enabling supervisors to provide proper coaching to work at home employees.

## Manage Performance

**NICE Performance Management** actively drives contact center employee performance and engagement. This is achieved through bringing together oceans of data and insights and transforming them into a single, clear and actionable picture, made available to at-home employees at all levels. The solution then points to what is required to elevate each and every employee performance individually and drive them to achieve their goals via performance programs that are personalized for them.

## Drive Back Office Proficiency

NICE **Back Office Proficiency** optimizes back office operations and motivates a remote workforce by providing visibility into employee activities, setting goals and driving performance through data-driven coaching. The solution captures desktop application activity to determine individual employee proficiency and recommends areas for improvement.

## Provide Real-Time Guidance

**NEVA** (NICE Employee Virtual Attendant) is every at-home employee's automated personal desktop helper. She guides them in real-time on the next-best-action and automates routine desktop activities using advanced desktop analytics and decision-making capabilities to optimize performance. NEVA also augments the support given to at home employees by supervisors, who are also working from home. She is designed and built with the at-home employee in mind and enables them to provide quick, accurate and consistent customer service.

## Understand Agent Behaviors Using AI

**NICE ENLIGHTEN** interprets every interaction using advanced AI algorithms that transform subjective behaviors into consistent data, in order to measure and predict employee soft skills such as empathy and resolution ownership, as well as customer satisfaction and complaints management. In a work at home environment, ENLIGHTEN identifies performance gaps in real-time and provides immediate guidance and coaching to the remote employees as they interact with customers, such as building rapport and showing ownership of the issues.

## Manage Feedback

**NICE Satmetrix Voice of the Customer** helps grow customer loyalty through improving NPS and CSAT, reducing churn, and increasing customer lifetime revenue. The solution collects, combines, and analyzes customer feedback from direct/structured, indirect, and inferred data and provides a comprehensive view of the customer experience throughout their journeys, beyond the contact-center touchpoint. Then, it turns insights and alerts into effective actions that at-home employees should take.

## Use Personalization for Routing

With the rising interactions volume and complexity, it becomes essential to get immediate business results through connecting customers with the most appropriate at-home employee to deliver a personalized customer experience. NICE's **Predictive Behavioral Routing** (PBR) leverages the industry's largest AI and machine-learning-built database of customer behavioral profiles to understand customer preferences. It also offers a fast and easy to deploy cloud-based architecture with immediate results that impact a variety of business KPIs, including AHT, CSAT, FCR and Sales.

# AGILE ENGAGEMENT

At-home employees face a new reality, one where they are socially distant from their team, peers and supervisors, and may feel alone and unsupported. They may also lose their motivation to perform due to lack of a team environment and of a driving sense of competition, lack of tools to help them succeed in their job and lack of feedback or coaching that can help them improve. Under these circumstances, managers need to ensure their employees are productive and aligned with the organization's goals, while providing them with the credibility and authority they deserve, to ensure they are motivated. Most importantly, they need to do it in an engaging and fun way that will increase their employees' sense of belonging and help compensate for the lost social interaction they used to have when working in the office.

NICE is at the forefront of this revolution, as we have the market leading WEM capabilities within the native suite of CXone. We are redefining Workforce Engagement for the Work from Anywhere, Anytime and on Any Channel Era. We help organizations drive performance through engaging the workforce with personalized employee experiences and AI-based quality and coaching processes.

# NICE KEY CAPABILITIES

## Listen

Better understand employee feelings and preferences, and act on learnings through Voice of the Employee surveys. Ensure employees remain engaged in their at-home environment, using employee surveys, reports and dashboards.
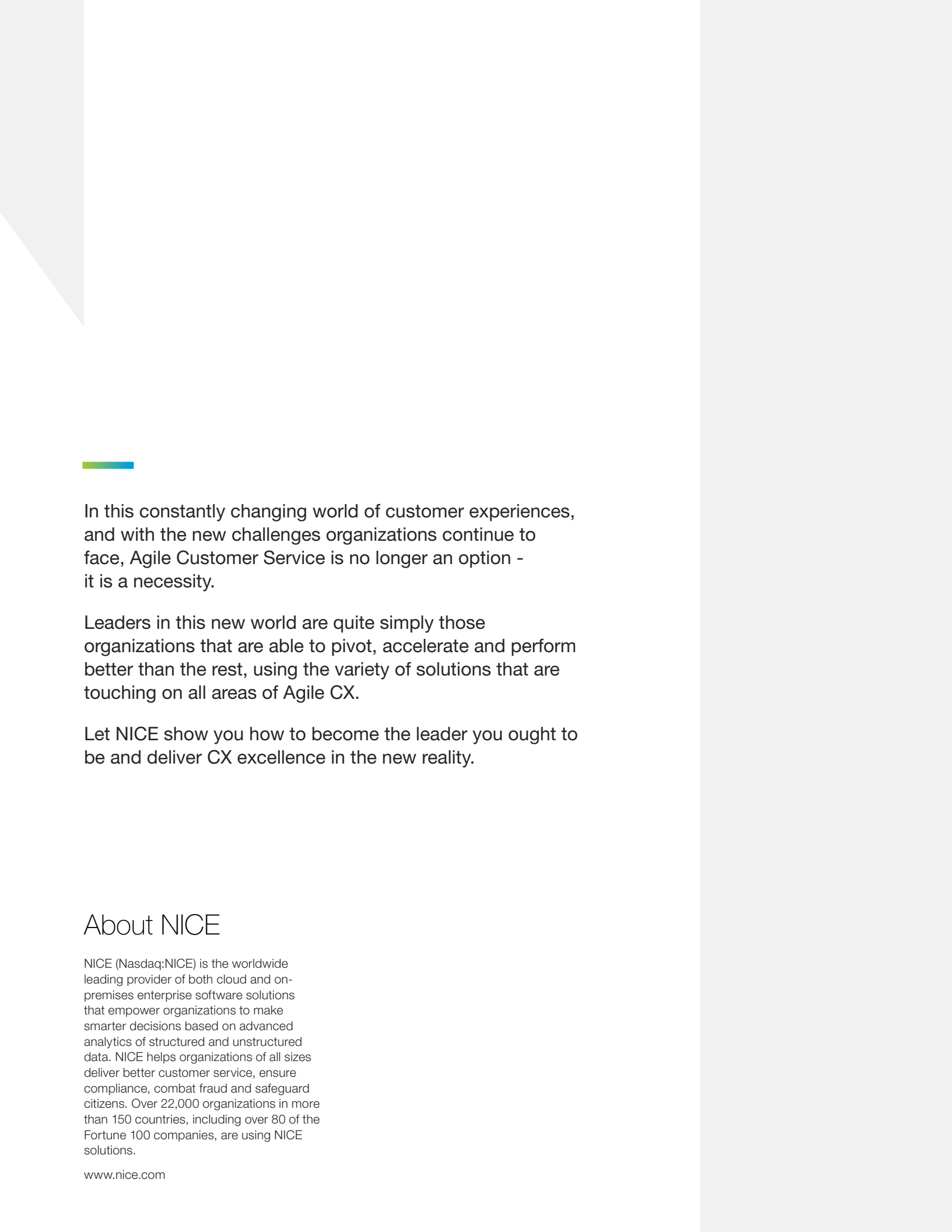
## Allow Flexibility

Employees working from home are in need for flexible work arrangements, allowing them to manage work-life balance demands through an easy to use mobile application. Schedule Mobility (based on Employee Engagement Manager, EEM) - uses an intelligent automation engine (patented) that fully automates intraday & near-term schedule change communication & processing, staffing optimization, and KPI monitoring/alerting.

## Gamify

**NICE Performance Management** ensures employees remain engaged in their at-home environment through continuous learning and gamification. They can earn points, badges and rewards which motivates them and encourages active participation. Leaderboards create a friendly competitive virtual environment and showcase employee achievements to other at-home team members.

In this constantly changing world of customer experiences, and with the new challenges organizations continue to face, Agile Customer Service is no longer an option - it is a necessity.

Leaders in this new world are quite simply those organizations that are able to pivot, accelerate and perform better than the rest, using the variety of solutions that are touching on all areas of Agile CX.

Let NICE show you how to become the leader you ought to be and deliver CX excellence in the new reality.

## About NICE