

interactions *live*  
May 25-26, 2021

**NICE**  
inContact



# 2021 NICE inContact CX EXCELLENCE AWARDS PROGRAM

## About NICE

NICE (Nasdaq:NICE) is the worldwide leading provider of both cloud and on-premises enterprise software solutions that empower organizations to make smarter decisions based on advanced analytics of structured and unstructured data. NICE helps organizations of all sizes deliver better customer service, ensure compliance, combat fraud and organizations in more 22,000 safeguard citizens. Over 100 of the Fortune 80 countries, including over 150 than companies, are using NICE solutions. ■





## 2021 NICE inContact CX EXCELLENCE AWARDS PROGRAM

The 2021 NICE inContact CX Excellence awards program celebrates and honors organizations using NICE and/or NICE inContact products and services to drive creative, innovative customer interactions. With an extensive portfolio of technology, products and solutions, including workforce and quality management, real-time automation, interaction recording, customer feedback, performance management and interaction analytics, our customers are uniquely positioned to positively impact performance.

The 2021 NICE inContact CX Excellence awards program recognizes customers, like you, who strive for excellence, affording them the opportunity to showcase their implementations and have their achievements recognized. Using one or more of the NICE and NICE inContact solutions qualifies your organization to apply for this program and gain the recognition you deserve!

## AWARD CATEGORIES

### Rookie of the Year

This category identifies customers who have chartered best practices in implementing any solution from the NICE or NICE inContact portfolio in 2020. Award winners will be selected for excellence in vendor communication and partnership, implementation best practices including efficiency of roll-out, product/solution adoption, and training of agents and supervisory staff.

### CX Innovation

This category recognizes the pioneers who transformed their businesses by embracing artificial intelligence, embarking on a digital transformation, embracing the power of business analytics and/or automating processes to drive business results. Award winners will demonstrate how their unique journey deserves to be celebrated for CX Innovation.

### Best Cloud Implementation

This award recognizes customers who deployed cloud solutions. Winners will have implemented cloud-based technology to achieve their business goals, demonstrating business impact, cost reductions, and best practices, including efficiency of roll-out and solution adoption.

### Best Customer Experience

This category acknowledges the customers who own the decisive moment in customer interaction. Award winners will show the steps taken to improve their customer experience resulting in improvements in first call resolution, service level, or Net Promoter Score (NPS).

### Best Employee Engagement

This category recognizes customers who have improved engagement and enabled a work from anywhere environment. Award winners will be selected for excellence in transparency, retention, and motivation strategies.

## AWARD APPLICATION & SELECTION

Companies who are current customers can apply for the NICE inContact CX Excellence Award in any of the award categories (or multiple categories) by completing an entry form and returning it—along with your company's high resolution corporate logo—to [NICEinContactAward@nice.com](mailto:NICEinContactAward@nice.com). The entry form must be received by April 2, 2021.

Application information needs to be specific and include quantifiable data in order for the entry to be fully evaluated. By submitting an application, recipients must agree to allow NICE and NICE inContact to publish a case study highlighting the winning company's achievements and allow the company's name to be used in a press release announcing the award results.

The primary contact listed on each application will receive a VIP care package along with ten passes for his or her team to attend the Interactions LIVE awards ceremony where the winners will be revealed in real-time. Winners will score bragging rights and a trophy to celebrate their achievements.

For more information, please email [NICEinContactAward@nice.com](mailto:NICEinContactAward@nice.com).