



Make experiences *flow*

About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

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THE
CONNECTION
**YOU'VE BEEN
MISSING**

NICE

“Enlighten AI Routing aligns our customers and agents in a way that creates an experience that differentiates us and makes the customer appreciate the relationship with us.”

VP Forecasting and Financial Excellence,
Fortune 50 Media Company

Have you ever spoken with someone and instantly “clicked?” That’s a personal connection. Now, imagine connections that improve sales, customer experience, and more. Upgrade your contact center with Enlighten AI Routing for immediate results on the metrics that matter. From the industry’s most comprehensive set of holistic CX data, unique AI, and the science of connections – Enlighten AI Routing delivers winning results – guaranteed.



**REDUCE
EFFORT**

7% reduction
in AHT

FINANCIAL SERVICES

**INCREASE
FCR**

2% higher
resolution

TECHNOLOGY

**INCREASE
CSAT**

3% increase
to NPS

HEALTHCARE

**RETAIN
REVENUE**

2% increase
in revenue

MEDIA

**DRIVE
SALES**

3% lift in lifetime
value (LTV)

RETAIL

How Enlighten AI routing transforms customer experience



How Enlighten AI Routing Works



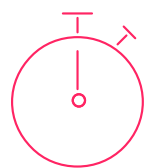
Upgrade to Smarter Connections

The solution's AI uses all available data sources to predict the best connection and improve outcomes.



Hyper-Personalize CX At Scale

Transform connections with every caller while machine learning and AI continuously improve for future interactions



Achieve Immediate Business Results

Flex your focus on the metrics that matter by optimizing different metrics across your enterprise

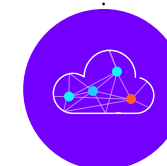


It's easy to get started

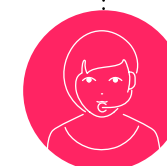
Unique commercial terms with no upfront costs, a true A/B comparison, and guaranteed ROI



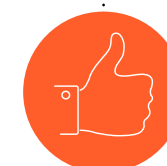
When a customer calls, your ACD identifies the skilled pool of agents to handle the call.



Enlighten AI Routing looks up the customer's communication style and experience preferences, and



Identifies the skilled agent with the best predicted performance for the customer, then



Instructs the ACD to route the customer to the agent, improving their experience and business outcome.