Make experiences *flow*

MAX —
MY AGENT EXPERIENCE

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.

www.nice.com

NICE · CXone

Turn your agents into omnichannel customer experience experts

BENEFITS

- **Make digital-first omnichannel a reality**—turn customers into advocates

- **Optimize agent productivity** and empower agents to reduce customer effort

- **Personalize all interactions** with customer context, conversation history and sentiment

- **Enable agents work** anytime, anywhere

MAX — My Agent eXperience

MAX — My Agent eXperience — is a unified desktop that empowers your agents to deliver exceptional customer experiences regardless of how customers reach out to you. Increase productivity by handling all interactions in a single interface. Let agents handle multiple contacts concurrently, and switch or add channels to reduce customer effort and increase First Contact Resolution. Provide easy access to customer data and cross-channel history to give every interaction a personal touch. Inspire self-improvement and boost interaction quality by combining workforce management, quality monitoring, training and feedback tools in one unified agent interface. And enable your agents to amaze customers from wherever they are: in a call center, in a branch office or working from home.

True digital-first omnichannel customer service

MAX enables your agents to handle the channels your customers ask for in one unified, native interface: inbound and outbound voice, voicemail and digital channels such as: email, live chat (including co-browsing and video chat), messaging platforms such as Twitter, Facebook, WhatsApp, Telegram, Line and text/SMS, as well as social media and social monitoring. With one omnichannel agent interface designed for the streamlined handling of contact center interactions across all channels, your agents can focus on providing exceptional experiences, instead of managing the different tools. Plus: consistent controls across interaction channels reduce agent training needs and make it easy to quickly add new channels quickly. Allowing agents to handle multiple interactions concurrently increases agent productivity and shortens wait times. Empowering agents to add channels to an ongoing interaction, for example to call a customer for a quick clarification while they interact in a chat or Facebook message, or to send a text with a confirmation number while in a call increases First Contact Resolution rates and reduces customer effort.

PERSONALIZE THE CUSTOMER EXPERIENCE
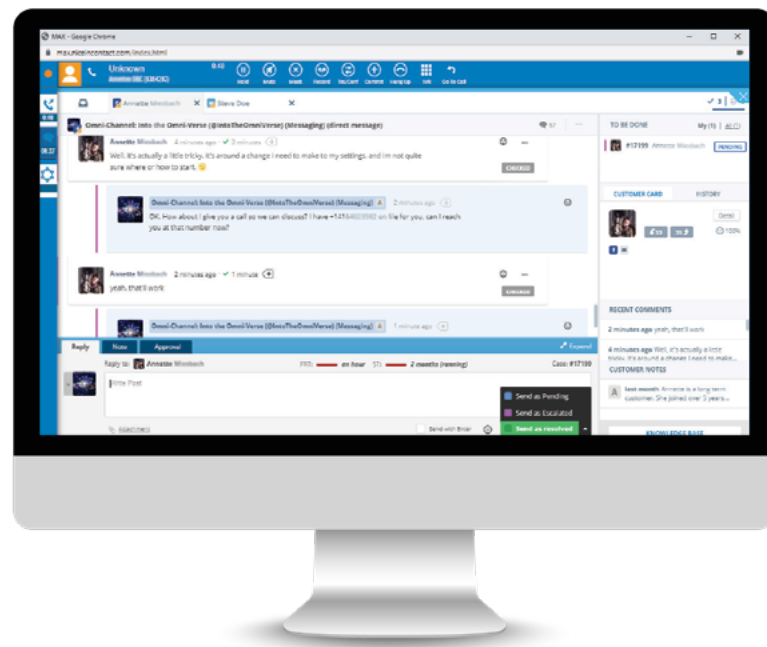
MAX unified agent desktop with an active phone call, a web chat and Digital Inbox

MAX AGENT DESKTOP

Give your agents access to customer data, interaction history and customer sentiment, regardless of interaction channel. This enables your agents to personalize interactions, resolve issues faster and reduce customer effort leading to better customer service across digital and voice channels.

Provide agents with customer data synchronized with your system of record, such as a CRM, with each contact, and add data collected in the call center back into it, too. Use the Customer Card feature to display interaction history across channels. Show the agent each customer's sentiment even before they start to interact to create awareness and help them prepare.

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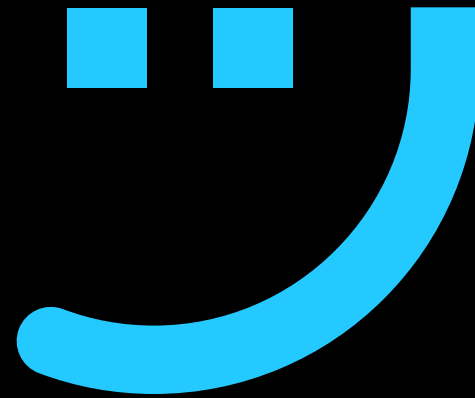
Collaboration tools that include agent and queue presence, as well as information for resources outside of the contact center, help agents resolve issues faster. They can easily involve subject matter experts anywhere — all they need is a name, phone number and / or email address.

Agents anytime, anywhere

Disaster recovery is built-in: With CXone, all your agents need to be productive is a computer, a headset or phone device and solid internet access. They can work from literally anywhere: the call center, a branch office or their home. And with the flexibility of a cloud-based contact center, you can scale up or down as your business requires — you only pay for what you use.

Plus, MAX is so intuitive that new agents need minimal training to become productive and start handling calls; a few hours will usually do the job.

Enable your agents to self-manage

The MAX agent interface not only unifies handling for all digital and voice channels into a single interface, but also empowers agents to self-manage by providing Workforce and Quality Management tools embedded in the MAX interface.

Agents see their work schedule within the agent interface. Upcoming events such as training, meetings or a break, show in the MAX glance view. From that integrated schedule, agents can, for example, engage in shift bidding or schedule time off without ever leaving the agent interface.

In the same way, managers can push coaching packages and review evaluations with their agents right in the MAX interface. There's no need to learn and interact with a different desktop — it's all right there. And since agents can critique themselves and have easy access to feedback and a library of best practices, they enjoy a better agent experience, which reduces agent attrition and makes for happier customers, too.

Keep your agents informed

With MAX, agents have access to their own performance at any time and can see in real-time how their team is doing, too. This fosters friendly competition and allows agents to better self-manage. They can also see in real-time how many interactions are waiting to be handled.
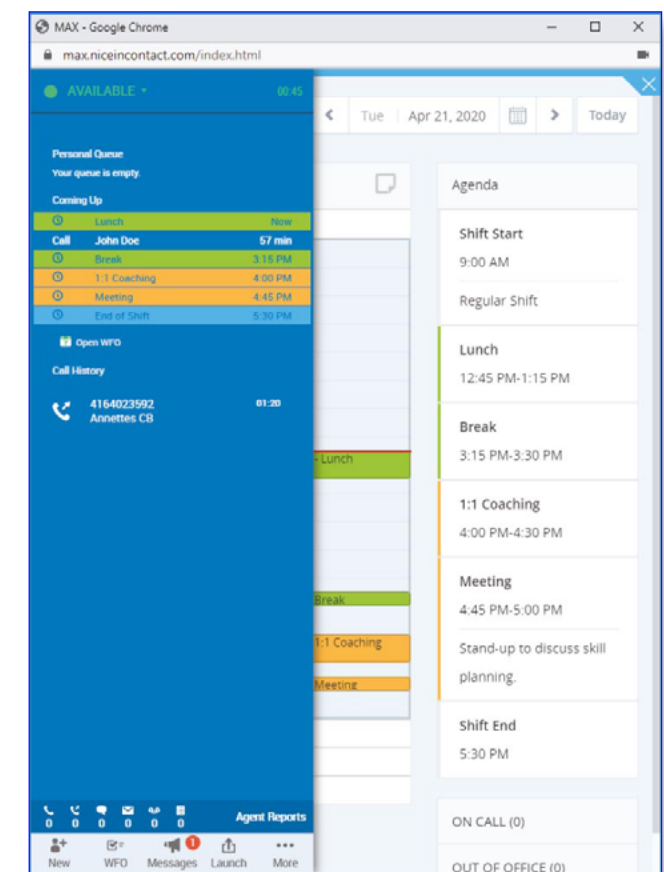
MAX Interface with Agent Schedule