



# CUSTOMER INTERACTION MANAGEMENT SOLUTIONS

Interaction Optimization

# OWNING THE DECISIVE MOMENT™ OF CUSTOMER SERVICE

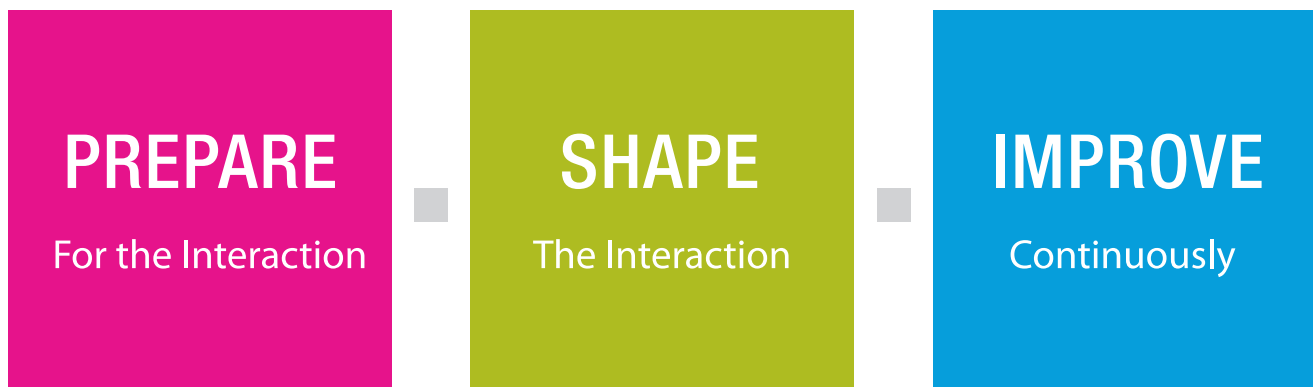
Customers are contacting you in greater numbers, via a growing number of interaction channels and various touchpoints. These empowered customers have greater knowledge, influence, and expectations than ever before. They demand NOW service.

It's important that you deliver on customer expectations. And it is also critical that you meet your own business goals. Whatever your priorities may be, at that moment - when the customer is on the phone, at the branch, or on your website - you have an opportunity to lead the interaction to the optimal result.

The key to owning this Decisive Moment of customer service lies in the ability to manage the full lifecycle of the interaction. Preparing for the interaction, shaping it in real time, and continuously improving future interactions.

## NICE CUSTOMER INTERACTION MANAGEMENT

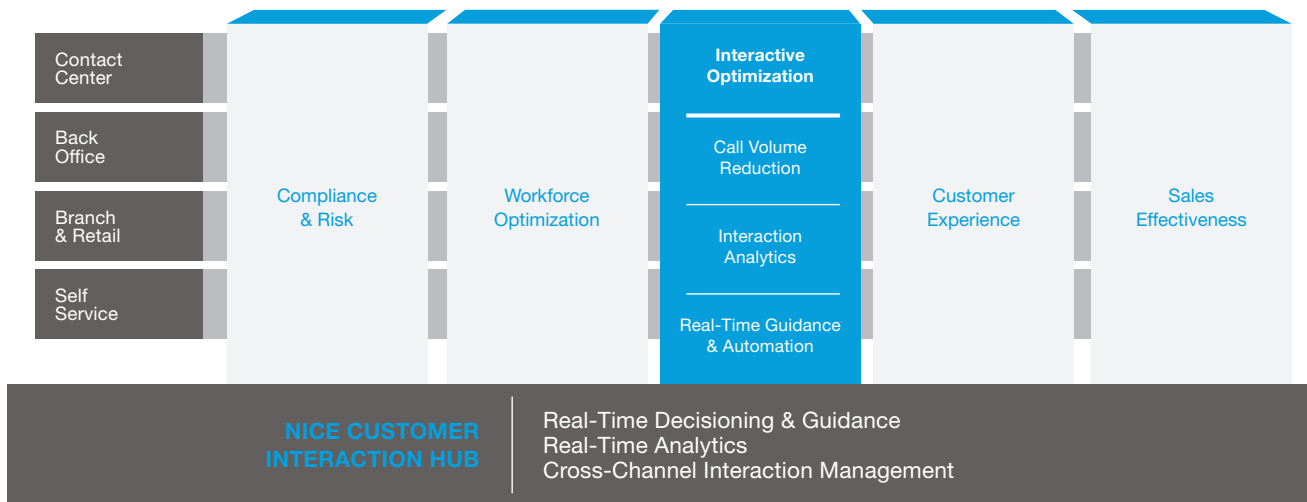
With its integrated solutions and unique real-time capabilities, the NICE Customer Interaction Management portfolio supports every stage of the interaction lifecycle and every touchpoint where interactions happen - the contact center, web, back office or branch locations.



NICE provides comprehensive capabilities to measure, manage and motivate employees, ensuring consistent performance and optimized utilization of resources. It enables placing the right employee, with the right skills at the right time, identifying performance gaps and delivering targeted coaching. It provides visibility into individual and group performance via tailored dashboards and helps motivate employees with performance-based incentives.

Using real-time cross-channel analytics, including speech, desktop and text analytics, NICE identifies meaningful events that help understand the context of the interaction. By leveraging this information together with the Customer intelligence and workforce performance data, the NICE real-time decisioning engine provides recommended next-best-action, and guides the employee to efficient execution.

NICE collects and analyzes the complete Voice of the Customer through real-time customer feedback surveys, cross-channel customer experience analysis and social media analysis. It analyzes all interactions for trends and insights, then leverages the findings to drive improvements across all service touch points, including the contact center, back office, branch and self-service channels.



## Interaction Optimization

NICE Interaction Optimization solutions enable organizations to improve operational efficiency across all service channels and ensure customer satisfaction. They allow organizations to resolve issues on the first contact, improve interactions handle time, prevent unnecessary calls and improve self-service channel containment. The solutions leverage unique real-time capabilities, including real-time speech analytics, guidance, decisioning and automation, coupled with the industry's most comprehensive cross-channel interaction analytics capabilities.

NICE Interaction Optimization solutions provide the following capabilities:

## Call Volume Reduction

- Helping organizations to reduce up to 25% of call volume
- Providing contact reasoning to understand why customers are actually calling
- Identifying repeat contacts and analyzing the root-cause to drive corrective action
- Using advanced analytic to predict customers' future needs and address them in real time
- Leveraging cross-channel analysis to improve self-service usage

## Interaction Analytics

- Delivering integrated cross-channel analysis of voice, web, email, chat and survey interactions
- Providing automatic view into customers' hot topics to understand what customers talk about
- Analyzing root-cause of customer dissatisfaction, repeat interactions, and other customer issues
- Delivering real-time speech analytics to identify meaningful events and trigger alerts and guidance while the call is taking place

## Real-Time Guidance & Automation

- Optimizing handle time by automating manual tasks and providing real-time information
- Providing personalized guidance via dynamic callouts to walk agents through complex processes
- Enforcing processes to ensure regulatory compliance and adherence to company policies
- Automating routine tasks on agent's desktop or via a remote server
- Consolidating customer data from multiple systems into a single view

## CUSTOMER SUCCESS EXAMPLES



Enhanced customer loyalty and reduced repeat calls using interaction analytics



Decreased AHT by over 3% across all channels



Reduced AHT by 25%  
10% drop in customer complaints



Increased efficiency, reduced operational errors in contact center and back office operations



Gained over \$7 million in ROI by modernizing contact center quality monitoring and interaction analysis

## ABOUT NICE

NICE (NASDAQ: 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.

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