NICE Fizzback
Retail Solutions

NICE Systems enables retailers to improve their customer experience across all touchpoints and regions by giving them the power to engage every customer at the decisive moment in the customer experience.

ENGAGE

CAPTURE

ACT

INTERPRET

Engage

- Surveying customers after a retail interaction. For example pro-actively engage customers after purchasing a mobile phone in store or taking out a new loan in branch.

- Engaging customers after a loyalty card transaction in store. Using customer details gathered as part of the loyalty scheme, listen to what your most loyal customers are saying about the service you provide.

- Point-of-Sale solicitation materials including posters, take-away cards, table talkers, employee badges and till receipts, enable customers to give feedback at the point of experience.

- Extending survey capability to other transaction points. For example, when the customer's order is delivered, allowing you to capture more feedback.

Capture

- Adopt a multi-channel approach to engage with customers via their preferred communication method, creating a more personalized relationship between consumer and brand. This results in vastly increased response rates and improved brand perception.

- Multichannel solution including SMS Text, Email, Web, Mobile App, IVR and Telephone.

Interpret

- Feedback captured at the point of experience is automatically analyzed in real-time by our own artificial intelligence engine, to understand the nature, sentiment and tone of comments. Negative comments create alerts that are routed to the correct teams or stores to fix in real-time.

Act

- Real-Time hosted dashboards - Customer comments and scores are mapped to the region, store and employee concerned, enabling for the creation of highly detailed performance league tables.

- Real-time customer alerts enable continuous improvement of the training and development offered to employees due to negative comments being automatically routed to Team Leaders so that they can quickly address any issues with the employee involved.

- Negative comments create alerts that can be acted on in real time to improve the retail experience. This helps to reduce complaints and recover customers.

- In-house consulting team produce a whole range of best-practice reports to help unlock the true drivers of customer satisfaction.

NICE®

BENEFITS

- Achieve industry leading response rates of over 50% by engaging with customers in a convenient and conversational way.

- Gain an average increase of 27% in customer satisfaction and of 19% in customer advocacy in less than one year by providing world-class customer experiences. Initiate positive conversations with customers and gauge opinion on marketing campaigns, new initiatives and products, leading to a growth in market share.

- Monitor your customers' perceptions of the competition to stay one step ahead.

- Recover 90% of dissatisfied customers within minutes and turn a bad experience into a positive one by alerting relevant employees immediately to resolve issues before they become critical and winning customers back in real-time.

- 35-50% of all retail feedback is employee related which allows for the fostering of a positive evolution of customer service by engaging with and rewarding staff for excellence which contributes to a real behavioral change.

- Reduce the number of complaints by 61% by measuring the customer experience at every point in the customer journey. NICE Fizzback allows organizations to identify and fix points of failure within the business, immediately tracking the impact of any changes made and optimizing retail performance.

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. www.nice.com

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