



# NICE REAL-TIME PROCESS OPTIMIZATION

Impacting the Outcome of Every Customer Interaction

The ability to impact customer interactions in real time is critical for improving operational efficiency, enhancing customer experience and boosting revenue. Analyzing Customer Dynamics- the ongoing, multifaceted exchange of interactions and transactions between customers and organizations- provides contact centers with valuable insights about their customer's wants and needs, the issues they face, and how to address them. NICE Real-Time Process Optimization turns these insights into immediate business impact to create a closed-loop operational workflow.

NICE Real-Time Process Optimization, part of the NICE SmartCenter Suite, impacts interactions as they unfold through next-best-action agent guidance, cross-sell and up-sell recommendations and process automation. With NICE's real-time offering, agents can deliver efficient customer service, improve customer retention, and convert service calls into sales opportunities.

## CAPABILITIES AND BENEFITS

### Non-Intrusive Application Integration

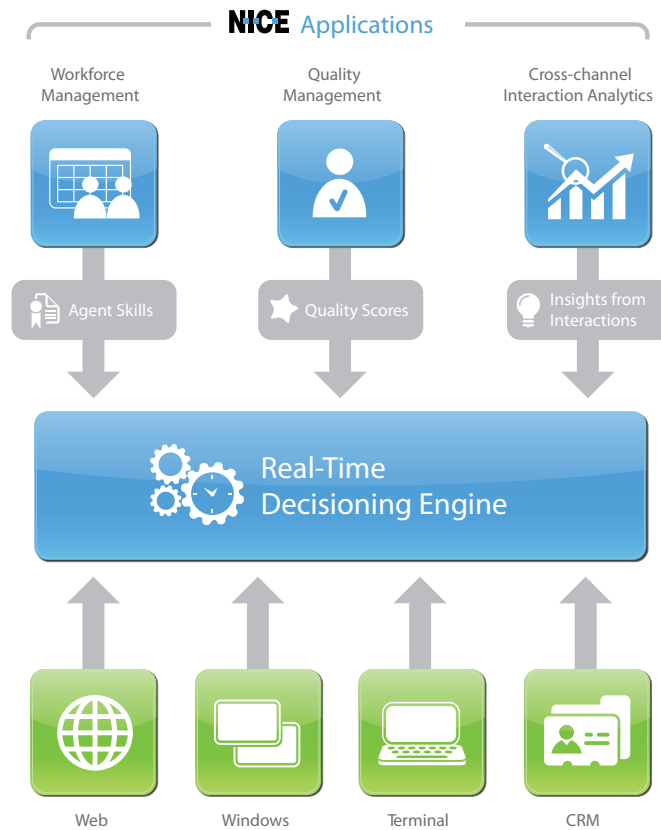
At the heart of NICE Real-Time Process Optimization lies the ability to create a bi-directional communication link with the various windows and corresponding screen elements of the agent's desktop applications. The application uses a non-intrusive approach to read from and write information to screen controls. Text in edit fields, values from combo boxes, items in pull-down menus, etc. may be monitored, captured, activated or populated as part of the solution's front-end application integration capabilities.

NICE Real-Time Process Optimization also provides a simple means to integrate with databases and back-end applications via Web services. Whether the integration is front- or back-end, no changes are required to the underlying systems and no coding is involved in the implementation.



## Real-Time Decisioning

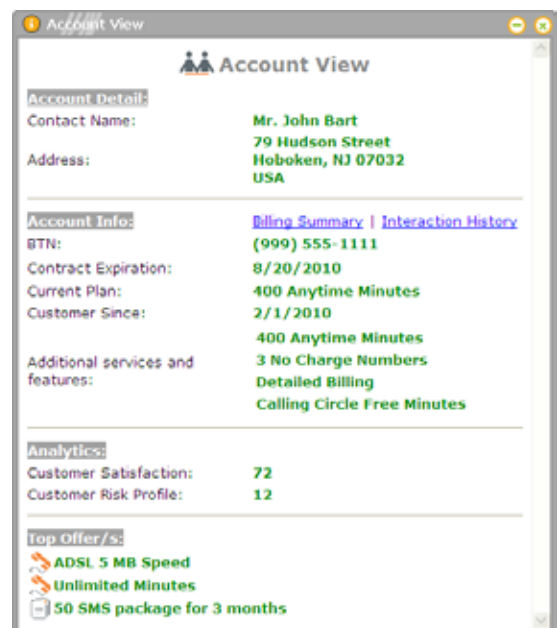
Desktop application events, corresponding application screen data, and data from back-end systems are fed as input to the Real-Time Process Optimization decisioning engine. Based on predefined business rules, the decisioning engine determines the subsequent action to automatically perform on the agent's desktop such as presentation of agent guidance callouts or automation of data entry and screen navigation. The business analyst defines and maintains the business rules using the Real-Time Process Optimization graphical, point-and-click, design tool.



## Real-Time Guidance

Real-Time Guidance delivers the ability to present to the agent context-sensitive, up-to-date information within callouts. Callouts are informational, contextual and often interactive HTML pop-up windows. The decisioning engine determines the sequence of callouts to present according to a workflow-based configuration. The workflow and its steps represent the process the agent is following and its tasks.

Real-Time Guidance significantly improves agent quality and effectiveness in handling customer service requests. When integrated with NICE Quality Management, guidance is presented relative to the agent's quality scores and skills. Agents receive real-time guidance as long as their performance remains below the goal set for them. Once goals have been met, guidance is either presented to the agent less frequently within specific call scenarios or stopped altogether.



Account View Callout



## Real-Time Automation

Contact center operations are always expected to contain costs. Shortening average handle time (AHT) is an important KPI and objective that many contact centers continually pursue. NICE Real-Time Process Optimization's rich set of automation capabilities drive down AHT and increase FCR rates significantly while not compromising other quality of service and customer satisfaction KPIs.

NICE Real-Time Process Optimization delivers process automation by a business logic layer for manipulating screen controls and their data elements as well as automatically navigating through the desktop application screens. There are many examples of real-time automation, all of which provide substantial operational efficiency benefits including:

- Automated data entry into screens
- Automated application screen navigation
- Launching applications and documents in the right context of the call and process

## Real-Time Process Enforcement

NICE Real-Time Process Optimization also includes an important set of compliance-related capabilities. When ensuring agent adherence to a predefined process, NICE Real-Time Process Optimization disables screen elements or limits screen and application functionality until agents complete the mandatory steps of the process. Furthermore, the application can be configured to intervene when agents perform invalid actions by shutting down applications and alerting supervisors in real time.

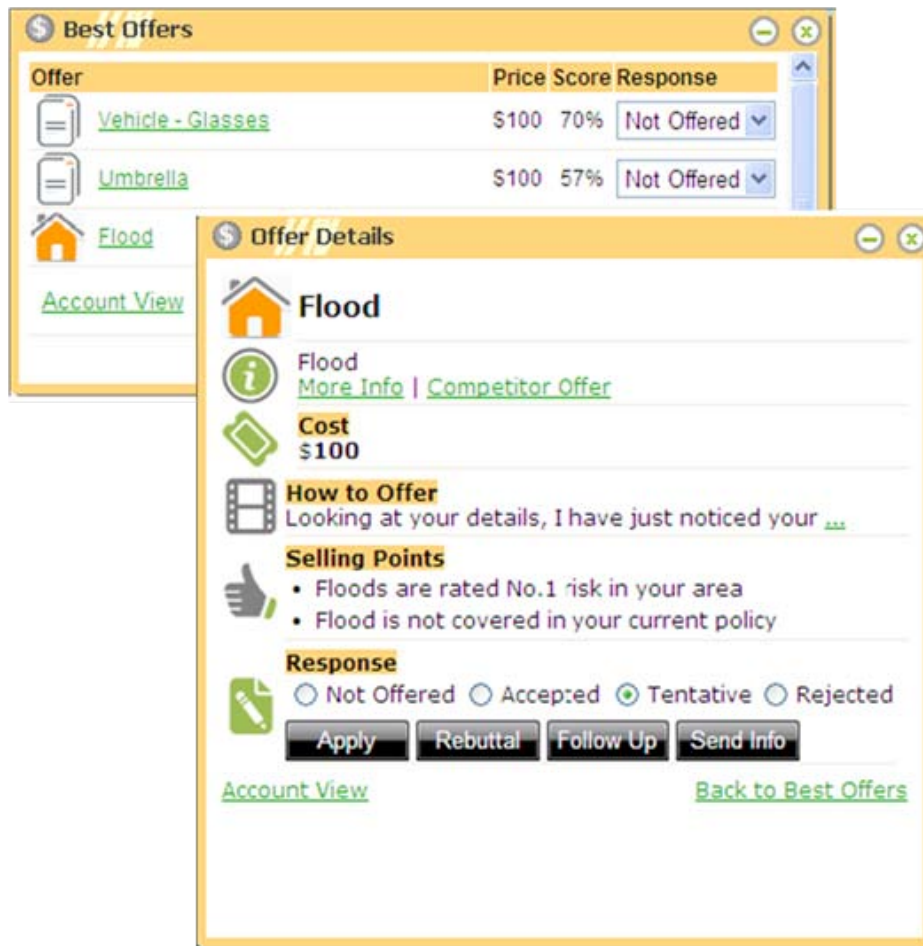


## Real-Time Sales and Retention Execution

NICE Real-Time Process Optimization provides essential capabilities specific to boosting sales and customer retention. It integrates with predictive analytics and campaign management systems to identify in real time the best offers and promote them during the call via next-best-action recommendations.

When used in the context of customer retention, it identifies customers at high risk of churning and activates retention workflows. When used in the context of sales, a best offer computed by NICE Real-Time Process Optimization is presented to the agent for promotion. The offer increases the chances of acceptance by the customer because it is:

- More accurate since it is calculated in real time based on contextual data from the call and on the agent's skills, and presented at most appropriate time.
- Accompanied by personalized sales support tools, such objection handling best practices, quick links to knowledge management, and more.
- Provided with response capture indicating whether or not the offer was accepted as well as why it was not suggested or accepted.



Best Offers and Offer Details

Using Microsoft Office and Workforce Management integration, NICE Real-Time Process Optimization schedules follow-up calls about the offer or even sends personalized and automated email messages with the offer details that were just discussed. When the sale is successful, NICE Real-Time Process Optimization uses automation functions to populate the ordering and fulfillment systems with the required customer details, offer and selling agent. It helps complete the sale without compromising handling time and with a better customer experience.

## ABOUT NICE

NICE Systems (NASDAQ: NICE), is the worldwide leader of intent-based solutions that capture and analyze interactions and transactions, realize intent, and extract and leverage insights to deliver impact in real time.

Driven by cross-channel and multi-sensor analytics, NICE solutions enable organizations to improve business performance, increase operational efficiency, prevent financial crime, ensure compliance, and enhance safety and security.

NICE serves over 25,000 organizations in the enterprise and security sectors, representing a variety of sizes and industries in more than 150 countries, and including over 80 of the Fortune 100 companies. [www.nice.com](http://www.nice.com).

## CONTACTS

Global International HQ, Israel,

T +972 9 775 3777, F +972 9 743 4282

EMEA, Europe & Middle East,

T +44 8707 224 000, F +44 8707 224 500

Americas, North America,

T +1 201 964 2600, F +1 201 964 2610

APAC, Asia Pacific,

T +852 2598 3838, F +852 2802 1800

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