



# NICE FIZZBACK

Real-Time Customer Feedback and Customer  
Experience Management

# COLLECT, ANALYZE AND ACT IN REAL-TIME



NICE Fizzback is the leading solution for Real-Time Customer Feedback and Customer Experience Management (CEM) resulting in increased customer loyalty and employee performance. The award winning solution helps companies collect, analyze and act in real-time to their customers' comments and issues. Feedback captured at the point of experience is analyzed automatically using a unique artificial intelligence engine, driving relevant responses, prompting company action and providing powerful insight into the Voice of the Customer (VoC) from the entire customer base. NICE Fizzback enables businesses to derive true economic benefits by increasing revenues through customer lifetime value and positive word-of-mouth.



## ENGAGE

All customers at the point of experience



## CAPTURE

Freeform feedback using quick convenient channels



## ACT

Rapid action, real-time dashboards, intelligent alerts and automated routing of corrective actions



## INTERPRET

Derive meaning using natural language processing

# NICE FIZZBACK BENEFITS



## EMPLOYEE PERFORMANCE

The best employees naturally give great service, regularly delighting customers. To ensure all employees reach this level, NICE Fizzback enables clients to gather large volumes of employee-level feedback and use this to drive KPIs and in many cases, variable compensation. Employees also feel a strong sense of ownership, especially when they have access to what customers said about them.

### Facts & Figures:

- 35-50% of all retail feedback is employee related
- Typical increase in First Call Resolution of 16%
- Response rates typically of 25%-50% enabling high volumes of feedback for every agent for performance management and operational insight

“NICE Fizzback offer a business improvement solution, not just another customer metric.” Karen Ingham, Virgin Media



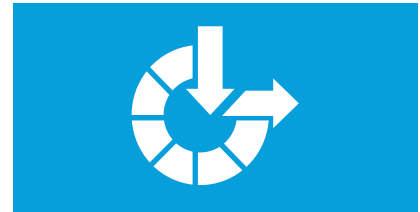
## LOYALTY & ADVOCACY

By allowing customers to express themselves in natural language, NICE Fizzback gathers not only their level of satisfaction, but what drives it. This allows companies to prioritize which weak areas to fix for maximum impact, and as the data is gathered, analyzed and distributed in real-time, ensures that a negative customer experience can be turned around rapidly.

### Facts & Figures:

- An average increase of 27% in customer satisfaction
- Recover up to 90% of dissatisfied customers within minutes
- Up to 19% increase in customer advocacy in less than one year

“This partnership will allow us to swiftly monitor customer satisfaction giving our customer service managers the best chance of resolving issues early.” Chris Haynes, Eurostar



## OPERATIONAL EFFICIENCY

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. This leads to a significant reduction in complaints and failure-based customer service calls.

### Facts & Figures:

- Reduce the number of complaints by 61%
- Up to 23% reduction in call centre OPEX
- Highlight key areas for process improvement, efficiently routing out and changing drivers of customer dissatisfaction

“NICE Fizzback has enabled us to deal with issues immediately, and as a result, we have seen a drop in both the number of calls into the call centre, and in the number of written complaints we receive. Overall, this is a reduction of over 60% from last year.” Tom Shorten, Phone4U



## ABOUT NICE SYSTEMS

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 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](http://www.nice.com)

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