



CUSTOMER INTERACTION MANAGEMENT SOLUTIONS

OWN 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.

PREPARE

For the Interaction

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.

SHAPE

The Interaction

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.

IMPROVE

Continuously

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.



NICE CUSTOMER INTERACTION MANAGEMENT SOLUTIONS

Compliance and Risk

Helps minimize the exposure to risks that are inherent to customer service interactions.

- Capturing interactions across all touchpoints and communication channels
- Ensuring compliance with external regulations and internal policies
- Identifying and stopping fraud in real time
- Guiding agents through customer authentication and enforcing processes
- Analyzing cross-channel interactions to identify suspicious behavior

Workforce Optimization

Ensures that frontline employees are at their best performance when interacting with customers.

- Scheduling the right employee with the right skills at the right time
- Identifying performance gaps through root-cause analysis and evaluation
- Providing visibility into individual and group performance
- Driving targeted coaching to ensure continuous improvement
- Increasing employee motivation with performance-based incentives

Operational Efficiency

Enables organizations to shape interactions in real time and reduce operational costs.

- Identifying repeat contacts and analyzing root-causes to drive corrective actions
- Using real-time insights to resolve customer issues on the first contact and anticipate issues
- Analyzing interactions in real time, using speech and desktop analytics
- Providing real-time decisioning based on customer intelligence and workforce data
- Delivering next-best-action guidance to employees

Voice of the Customer

Enables companies to drive operations by customers' perspective and deliver insights across departments.

- Collecting and analyzing Voice of the Customer from all interaction channels and touchpoints
- Analyzing interactions in real time and providing recommended next-best-action
- Proactively engaging customers for feedback immediately following interactions
- Leveraging social media analytics to monitor social networks and address customer issues

Sales and Retention

Leverages inbound interactions to increase revenue and improve sales performance.

- Identifying sales opportunities in real time during inbound interactions
- Providing personalized offers and guiding agents to present them in the most compelling way and overcome objections
- Automating the process of commission, bonus, and incentive administration
- Predicting churn earlier and more accurately, integrating interaction and transaction data
- Leveraging unique real-time capabilities to ensure customer satisfaction during the interaction

CUSTOMER SUCCESS EXAMPLES



Decreased AHT by over 3% across all channels



Improved forecast accuracy and reduced ASA



Increased customer satisfaction scores by over 30%



Improved Net Promoter Scores by 38 points



Reduced operating costs by 20%

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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



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