



NICE Process Enforcement

Ensure Process Adherence for Improved Risk Management

Optimizing Customer Dynamics – the ongoing, multifaceted exchange of interactions and transactions between customers and organizations – carries liabilities and risks that require close attention. Non-compliance with internal corporate procedures and policies, failure to adhere to government regulations, and neglecting to use best practices when serving customers can result in loss of revenue, increased back-office load associated with customer abandonment and even increased litigation exposure. To protect your business from the potential risks related to customer interactions, process adherence is essential.

NICE Process Enforcement provides powerful process adherence capabilities for contact centers, branches, points of sale and back-office environments. It ensures that agents in your organization adhere closely to internal procedures and policies, as well as with government acts and regulations, in each and every interaction with customers. Among its key capabilities are effortless enforcement of mandatory data completion rules as well as real-time, context-sensitive guidance that helps prevent potential errors, reduces agents' learning curve, and streamlines the adoption of new systems and integration of new and updated rules, regulations and process definitions.

Business Benefits

As part of the NICE SmartCenter suite of solutions, NICE Process Enforcement helps enforce regulatory compliance and service quality consistency. Knowledgeable agents following proper procedures can significantly help reduce the risk of potential fines and litigation caused by non-compliance.

With NICE Process Enforcement agents are carefully guided in real-time to follow internal and governmental regulations while also providing customers with the most up-to-date and accurate information. NICE Process Enforcement also closes the knowledge and experience gaps between agents so your organization will ensure that the staff is not only compliant, but also providing its customers a consistent, positive customer experience with fast and efficient service.

Capabilities

NICE Process Enforcement assures process adherence using interactive, scripted workflow-based agent assistance. The solution presents visual hints over relevant agent desktop screen elements, providing agents with step-by-step guidance via real-time, context sensitive callouts. It also supports automated training and new system rollout, tailored specifically to individual agents' past experience, skill levels and performance ratings.

NICE Process Enforcement also enforces processes by disabling screens or limiting functionality until the agent completes the mandatory steps. Furthermore, it intercepts and intervenes when agents perform incorrect actions by shutting down applications and alerting supervisors in real time.

Highlights of the capabilities include:

- Rich out-of-the-box connectivity stack with support for any and all front-end agent desktop types
- A rich content creation language with a comprehensive set of modeling objects including events, rules, triggers and others
- Scripted checklist-based step-by-step agent guidance
- Real-time, contextual callouts featuring dynamic and interactive content
- Monitoring and real-time response to application screen events
- Contextual launching of industry standard document formats (Word, PDF, HTML and others)
- Third-party quality score-based personalization
- Locking and unlocking screen areas based on user actions

NICE Process Enforcement

NICE Process Enforcement's basic architecture is comprised of a server and agent desktop client software. The server is responsible for agent client authentication and access control. The agent desktop client software features an intelligent rule engine and connectors that enable the solution to tap into any relevant corporate or external information resources.

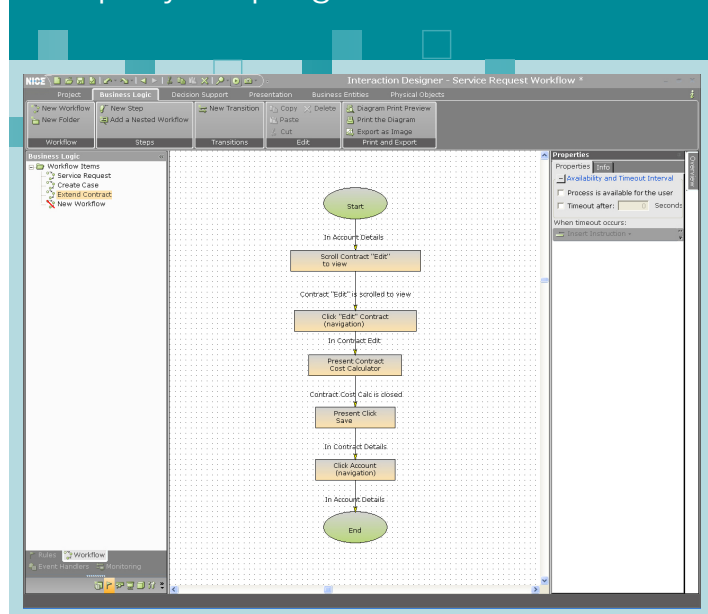
These components fit seamlessly with existing customer-facing systems to support agents in achieving service efficiency and consistency, as well as process and regulatory compliance across all possible interaction channels.

Process Enforcement Client

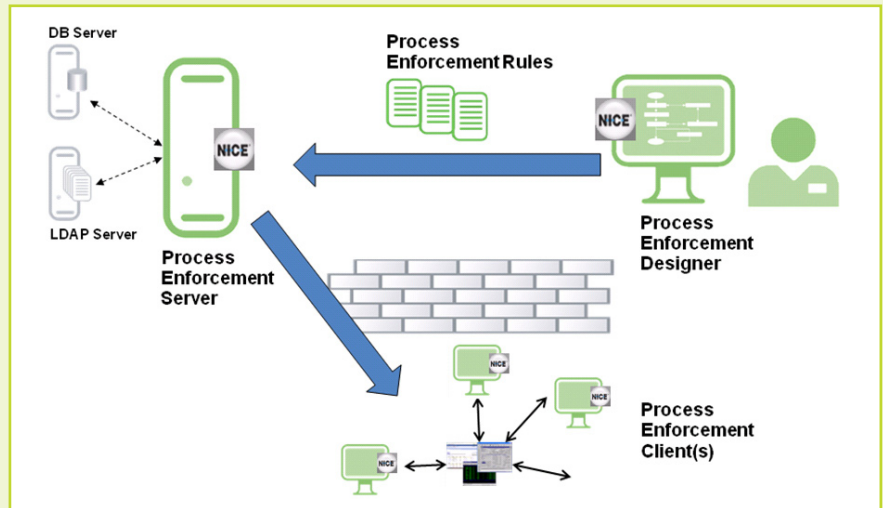
Deployed on agent desktops, the NICE Process Enforcement Client hosts patent pending technology which consists of an intelligent decision engine and a rich stack of connectors. The decision engine synthesizes all of the necessary information and drives customer interactions from start to finish. It is the entity responsible for integrating real-time interpretation of interactions in progress with an organization's complete knowledge about a particular customer (and about a specific agent, in agent-assisted scenarios).

The decision engine also presents agents with contextual callouts in real-time, effectively guiding them through the best possible actions for any given circumstance and invoking additional interactive screens and applications as required.

Creating Scripted Checklist-Based Step-By-Step Agent Guidance



NICE Process Enforcement Architecture



Connectors are responsible for capturing and tapping into information from every available internal and external source, including application front-end screens and back-end corporate IT assets. These connectors also provide the means to block application screens and controls, allowing for active enforcement in real time.

Process Enforcement Server

With J2EE technology at its core, the Process Enforcement Server performs all administration-related tasks. It is responsible for authentication and authorization of access to thousands of clients deployed in remote branches and geographical locations. Additionally, it handles integration of all back-end IT assets, including reference data stored in enterprise databases, Web services, messaging channels, queue management systems and reporting servers.

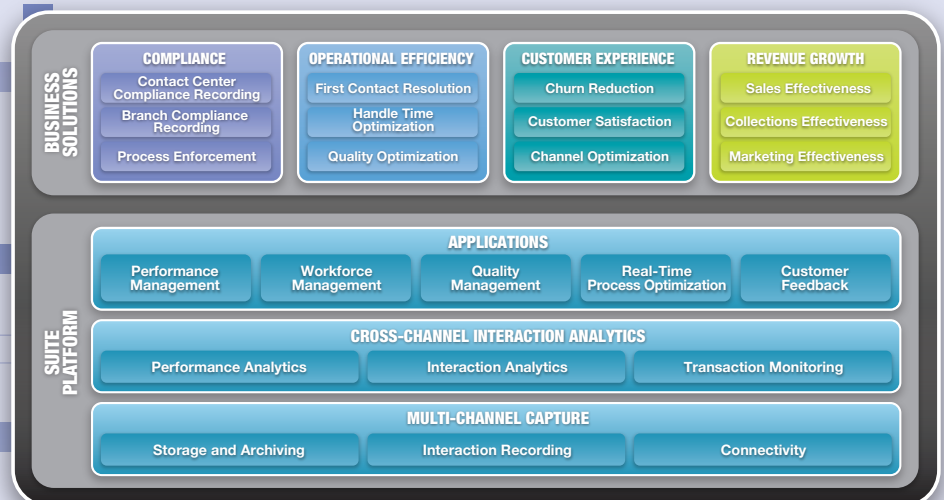
In advanced deployments, it also executes predictive models generated and exported by external analytical systems, computes scores and returns responses to Process Optimization Clients in real time.

Process Enforcement Designer

This software module is employed to author content for the Process Enforcement Client. Project implementation team members utilize the Process Optimization Designer to define connections to existing data sources, including target application screen elements, customer databases or analytical models. Using the Process Optimization Designer is as straightforward as writing a set of business rules that point to existing data sources. No integration (and consequently no programming or development) efforts are required.

The Process Enforcement Designer also fully supports business process and scripted workflow authoring. These can be used to drive step-by-step guidance for end users or process automation flows in which the Process Optimization Client controls target applications as a means of automating transaction from start to finish.

NICE SmartCenter: Business Solutions and Suite Platform



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.

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