



Make experiences *flow*

## About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

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

**NICE** · CX<sup>one</sup>

DELIVERING FRICTIONLESS  
EXPERIENCES **FOR THE**  
**CONTACT CENTER AND**  
**BEYOND**

**NICE**



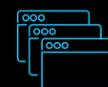
## Introducing the new standard for exceptional CX

Now you can take the next leap in customer experience with CXi—Customer Experience interactions—a unique approach **only available with NICE CXone**. With one cloud platform, you can **intelligently** meet your customers **wherever their journey begins**, enable resolution through **data driven self-service**, and **prepare your agents** to successfully resolve any needs event. Why? Because CXone is the first and only cloud customer experience platform with everything you need to deliver extraordinary experiences across the entire customer journey.

## A better experience for everyone

CXone combines every digital entry point for customers to reach you, best-in-class journey orchestration, and smart self-service. You'll also get real-time guidance to create well prepared agents, and a closed-loop system to drive complete performance. Finally, only CXone includes purpose-built AI with everything built on an enterprise-grade open cloud platform. See what CXone can do for you.

# DELIVER THE CUSTOMER EXPERIENCE OF YOUR DREAMS



### DIGITAL ENTRY POINTS

Give your customers a smart start to every journey with knowledge management and rich experiences in search, websites, and mobile apps.



### JOURNEY ORCHESTRATION

Seamlessly guide customers through their personalized journey with AI-powered routing across self-service and agent assisted experiences.



### SMART SELF-SERVICE

Deliver self-service that works every time with AI conversational bots and proactive outreach.



### PREPARED AGENTS

Prepare your agents with real-time information and guidance for fast, personalized interactions.



### COMPLETE PERFORMANCE

Empower agents for continuous self-improvement and unlock your full CX potential with full visibility across operations.



### ENLIGHTEN AI

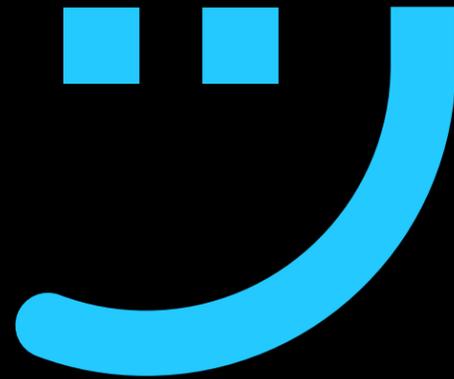
Build the right self-service & agent-assisted journeys and faster with CX-focused, purpose-built AI engine.



### OPEN CLOUD FOUNDATION

Champion innovation through an extensible, enterprise-grade platform that scales securely, deploys quickly, and services customers globally.

# THE CXone DIFFERENCE



## one experience

Connect like never before. Our easy-to-use application suite provides a smarter, more meaningful experience for contact center employees and the customers they serve every day.

- Delight customers on whatever channel they choose with seamless transitions between self-service and agent-assisted interactions including seamless cross-channel elevation
- Match agents and chat bots based on the best business outcomes with real-time AI routing based on customer intent as well as agent skills and personality
- Deliver the right content and context to your agents and provide next-best action with behavioral insights in real time
- Reduce agent onboarding time while improving agent performance and retention with a simple, intuitive user interface
- Aid supervisors in staffing, quality, and intra-day decisions with embedded intelligence

## one journey

Give your customers a smart start wherever their journey begins, on a website or mobile app, researching or looking for self-service information and fast resolution.

- Connect digital, self-service and agent-assisted interactions all with a single cloud customer experience platform
- Guide customers to find answers quickly at the start of their search on the open web and then to guided conversations on your website
- Orchestrate personalized customer journeys across voice and 30+ digital channels, like SMS, chat, Facebook, or WhatsApp
- Anticipate and address customer needs with AI and data-driven self-service and proactive outreach
- Enable continuous improvement for frustration-free self-service with journey analytics

## one cloud

Enjoy limitless growth on the last platform you'll ever need. Grow and operate with confidence while enjoying greater scalability, reliability, and security. All on a single platform.

- Accelerate innovation, empower agents, and simplify administration with a single, modern cloud native architecture
- Pay as you go with our fully scalable and elastic solution
- Enjoy world-class cloud operations featuring automatic upgrades, 99.99% guaranteed availability, and no downtime for maintenance
- Work confidently with the highest levels of certified security at every layer: PCI Level 1, GDPR, HIPAA, and the industry's first and only FedRAMP authorization
- Thrive with an open and extensible development platform featuring hundreds of modern RESTful APIs and 130+ development partners

## one step ahead

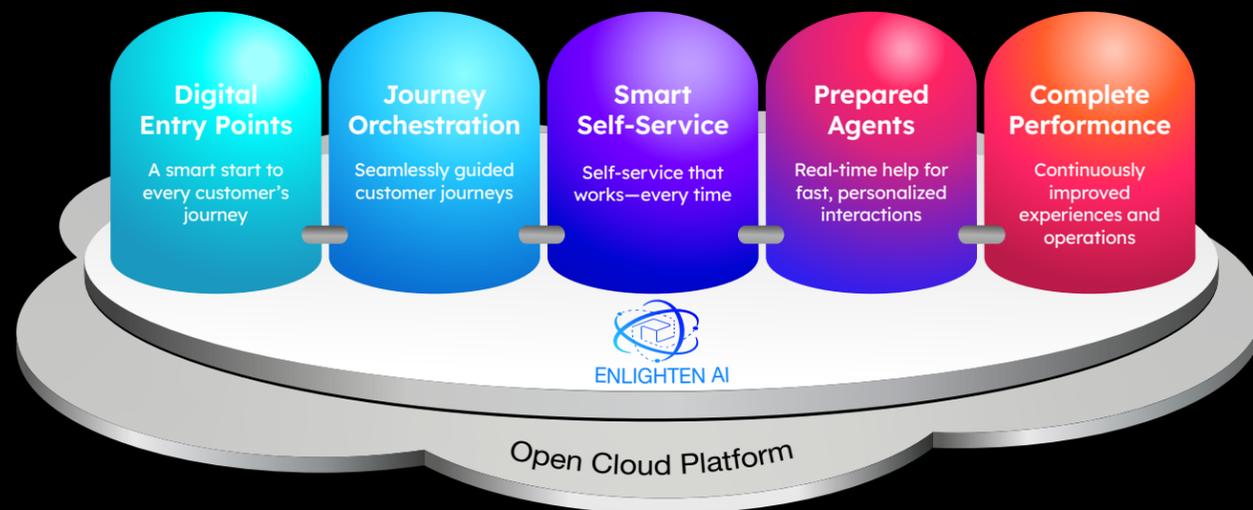
Get AI-powered actionable insights to predict needs, delight customers, and engage employees like never before.

- Enhance everyone's experience—from customer to agent to supervisor—with the only AI purpose-built for customer experience embedded in the platform
- Build smarter self-service faster with conversational AI insights to reduce customer effort and increase self-service resolution rates
- Customize with 25+ pre-integrated AI partners available on the self-service CXexchange marketplace
- Take immediate action on AI-powered insights using consolidated, real-time interaction analytics and operational reporting
- Eliminate repetitive work with AI-powered automation for self-service, after contact work, and intra-day operational adjustments

# Only CXone delivers CXi: extraordinary experiences across the entire customer journey

NICE CXone is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Imagine the possibilities when your customers are effortlessly guided to quickly resolve their needs directly on your digital properties or matched with a well-prepared agent—every time and on every channel. Plus, with predictive analytics and embedded artificial intelligence (AI), your team can resolve issues faster, personalize each experience—and forge deeper loyalty and trust with each customer.

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one experience | one journey | one cloud | one step ahead

