

Expert

Elevate customer experience with knowledge everywhere.

NICE CXone Expert is smart knowledge management that meets consumers at their point of need and makes the right self-service answers easy to find. As part of the CXone cloud native platform, Expert optimizes your organization's content to improve the customer journey with effortless self-service, starting at Internet search and extending across web pages, bots, and digital channels.

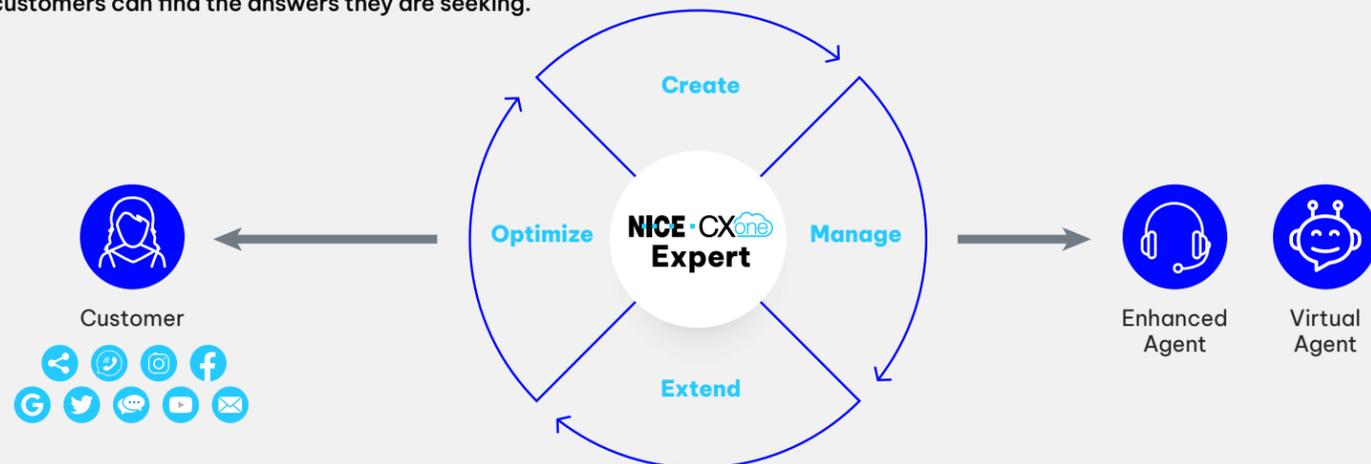
Empower your customers with the most relevant content for self-service success and faster, more accurate agent-assisted answers without need for transfers and call-backs. Boost your brand engagement with the power of Expert knowledge for unrivaled experiences that make every customer journey a success.

BETTER SELF-SERVICE EXPERIENCE

Make your customers feel like experts

- Eliminate the frustration with today's self-service experience: Deliver knowledge and convenience to customers on their preferred channels and devices. Turn bots into smart AI-based agents.
- Deliver knowledge (or answers) on demand, in product or at their fingertips allows customers to self-solve or self-diagnose before reaching out to an agent.

Extend knowledge wherever needed—from search engines, to CRMs, to web pages and bots—to ensure customers can find the answers they are seeking.



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- Create customers for life: Positive customer engagement with product (or service) leads to more successful product adoption. More adoption and less churn lead to more upsell and overall higher customer lifetime value (CLTV).
- Boost CX for less: Improve customer experience with self-service through low-cost automated channels vs. high-cost human channels.

THE TRUE START OF MOST JOURNEYS

Meet customers at their Internet search.

- Manage customer journeys where they really start and boost organic SEO: Accelerate indexing by search engines to serve up content quickly to customers in search.
- Deliver the content customers need no matter where they are (company website, Internet search, etc.), or what device they're using (mobile, desktop, etc.).
- Let customers decide when, where, and how: Bring low-effort self-service experiences to mobile devices and search engines, web and chatbots. Give customers an immediate, on-demand option so they don't need to call for help or waiting for an agent to help.

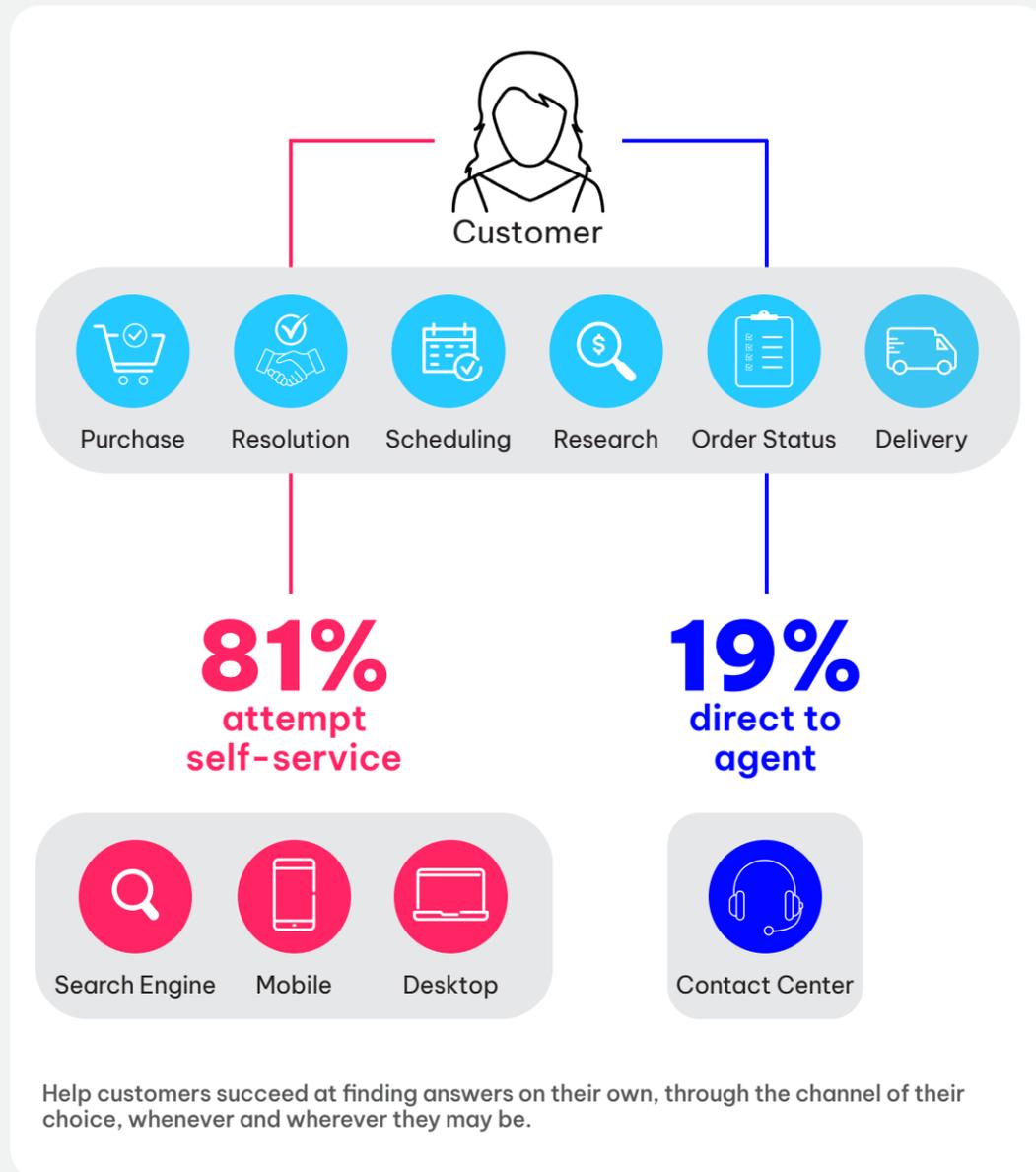
BENEFITS

- **Boost self-service success rates:** Engage customers with relevant product and service knowledge—right from their search
- **Improve CX and reduce customer effort** with a branded self-service experience
- **Improve first contact resolution rates:** Know more about what the customer has been searching for prior to even talking to them
- **Reduce costs through ticket deflection:** It's lower-cost, low-effort support that empowers customers to become product experts in their own right
- **Save time:** Rapid development of a self-service knowledge base or support site and always-current content that's available immediately are the building blocks of customer experience excellence

KEY FEATURES

- **Smart knowledge self-service** that makes the right self-service answers easy to find
- **Extend product and service knowledge and content** to all self-service experiences that customers turn to in moments of need—from search engines, social and digital channels, to chatbots, websites, and community forums
- **Unify existing product, service, and knowledge content** into one self-service experience
- **Enterprise scalability:** Built to support even the largest contact centers, Expert automatically scales up or down based on site traffic, content, and resource needs without impacting overall performance
- **Optimize customer experience based on actual user demand:** ID areas of opportunity for improvements to the customer journey, product, or service

Help Customers Find Answers



FRUSTRATION OUT, KNOWLEDGE IN Any channel, always available.

- Smart Knowledge Management self-service simplifies content for the contact center, making agents happy and customers happier. Structured content practices optimize site speed and performance for improved SEO ranking.
- Global knowledge: Provide one source of truth for agents and customers on all of your sites, brands, locales, languages, and product lines.
- Real-time capture and publishing: Create, manage, extend, and optimize knowledge that is immediately available to customers, agents and self-service bots.
- Optimize high-value content across channels and devices: Identify content gaps, inform product improvements, and map your knowledge management objectives to important business outcomes.

WHEN YOUR AGENTS SHINE, YOUR CUSTOMER EXPERIENCE DOES TOO

Keep agents two steps ahead.

- Reduce customer effort and frustration with well-equipped agents ready to assist your customers at the very first interaction. Customers don't have to repeat their problem and agents have more information which results in faster case resolution.
- Screen pops give agents the power to see what customers have searched for and seen prior to submitting a case, as well as suggested solutions based on the case subject line.
- Desktop integration: Extend your most important knowledge content right to the agents' workspace:
 - » Contextual search based on ticket information
 - » Customer context, including what they searched for and articles they've already viewed
 - » Articles that have helped solve similar cases in the past

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.

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