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.

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ENLIGHTEN AI FOR
COMPLAINT
MANAGEMENT

NICE

Enlighten AI for Complaint Management identifies and manages consumer complaints to protect organizations from reputational, financial and compliance risks. It analyzes 100% of interactions across all channels and accurately categorizes and routes consumer complaints for remediation.

Based on the first comprehensive framework for customer engagement, Enlighten AI for Complaint Management uses artificial intelligence (AI) derived from 20+ years of research and development and industry experience as well as the most comprehensive and expansive interaction database in the world.
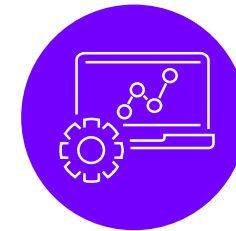
Key Benefits

SAVE MILLIONS IN POTENTIAL REGULATORY FINES AND REPUTATIONAL LOSS
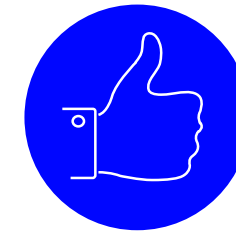
IMPROVE CUSTOMER SATISFACTION

BOOST OPERATIONAL EFFICIENCIES

Automate Complaint Management

Organizations invest significant resources into identifying consumer complaints, but programs that rely on manual processes and subjective analyses can be error-prone and costly. Enlighten AI for Complaint Management protects you from consumer complaints that can damage brand reputation or lead to compliance violations and penalties.

Modernize Your **Complaint Management Program with AI**

Enlighten AI consists of pre-built behavioral models derived from the largest interaction database in the world, providing you a foundation of complaint data that will accelerate your program implementation. Machine-learning AI models identify behavioral patterns that are inaccessible to humans, enabling more accurate regulatory reporting and making it possible to take action to improve customer experiences, prevent churn and reduce operational costs.

Because complaints definitions differ by organization, the AI models can be tuned to meet your specific needs. Organizational data can be used to actively train models and scoring thresholds and reporting can be adjusted to provide a holistic view of consumer complaints.

IDENTIFY
Predictive AI models consistently and accurately identify complaints.

CLASSIFY
Automatically categorize and track primary and secondary complaints.

ACT
Dashboards monitor changing patterns to uncover complaint drivers. Workflows queue new complaints for immediate review.

TAKE A **360-DEGREE APPROACH TO COMPLIANCE**

Organizations that do not invest in compliance programs spend on average 2.71 times more in regulatory fines than organizations that do invest in such programs, according to the Ponemon Institute. Enlighten AI for Complaint Management enables you to comply with regulations, while also streamlining your approach to complaint management. Take your program to a whole new level of accuracy, with many more opportunities to close the loop with consumers.

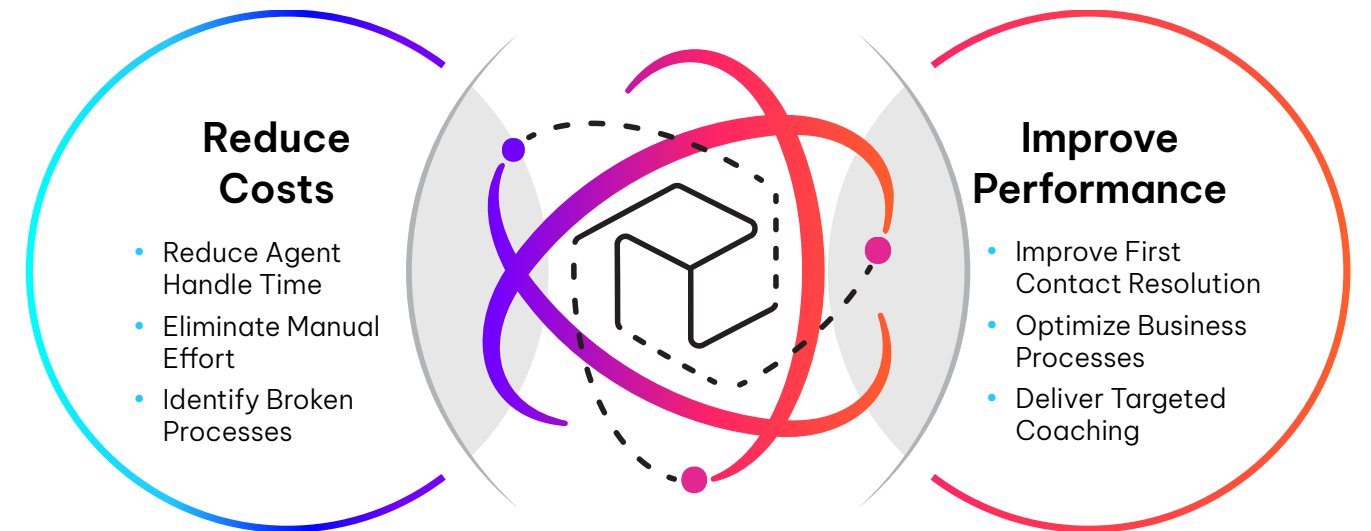**WITH ENLIGHTEN AI FOR COMPLAINT MANAGEMENT, YOU CAN:**

- Identify the root cause of every single non-compliant interaction and automatically queue them for review and remediation

- Easily report on your compliance status to regulators with out-of-the-box templates

- Reduce the time spent manually identifying and auditing complaints, freeing compliance officers and managers to spend more time on remediation

Programs that rely on manual processes to identify and classify customer complaints, verify that complaints were documented, and confirm that procedures were followed properly are time-consuming and put the organization at risk.

Enlighten AI automates the process, enabling you to:

Reduce Costs

- Reduce Agent Handle Time
- Eliminate Manual Effort
- Identify Broken Processes

Improve Performance

- Improve First Contact Resolution
- Optimize Business Processes
- Deliver Targeted Coaching

Improve the Customer Experience

By tapping into Enlighten AI models for customer engagement, you can extend the value of your investment in complaint management to enhance the customer experience:

- Use AI sentiment analytics to understand the impact of complaints on customer satisfaction

- Immediately identify trends and contact drivers —before they put your reputation at risk—using automated AI discovery

- Leverage out-of-the-box, customizable dashboards and reports to help employees across the organization prevent and remediate complaints and provide better customer experiences

BOOST OPERATIONAL EFFICIENCY