NICE

Automatic Speech Recognition (ASR)

A Core Technology for Fueling AI Innovation

As companies strive to meet the ever-evolving needs and expectations of their customers, they are turning to AI-driven solutions to gain deeper insights into customer interactions and empower employees to deliver more personalized and efficient service.

Automatic Speech Recognition (ASR) is an essential technology for leveraging AI to enhance customer experiences. With recent advancements in real-time transcription, NICE ASR is transforming AI capabilities within the contact center and unlocking opportunities for deeper insights, smarter interactions, personalized coaching, and automation at scale.

A CORE TECHNOLOGY

A long-time leader in ASR, NICE leverages this core technology in its advanced AI applications. NICE ASR is also an integral component of the unified data layer in CXone—a complete, connected, intelligent platform that enables extraordinary customer experiences at scale.
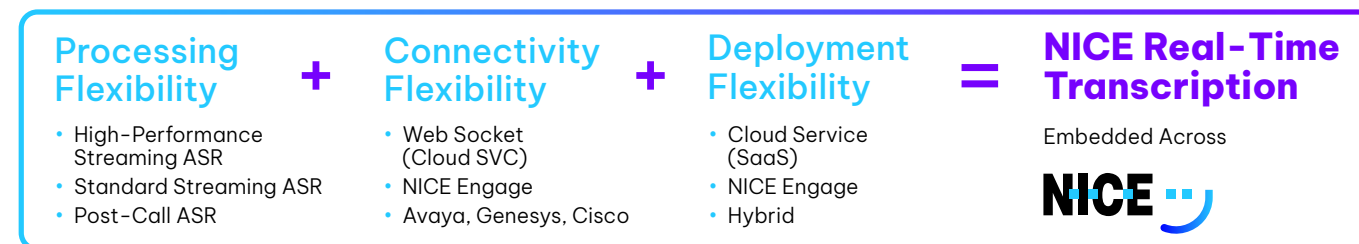
Purpose-Built for CX
Developed based on 30+ years of contact center experience and designed to handle the background noise of busy call center environments

Flexibility that Drives Value
Choose from flexible deployment, connectivity, and processing options to meet your specific use cases and increase ROI

Better CX and Better Outcomes
NICE ASR combined with leading CX applications dramatically improves agent performance, supervisor guidance, and customer satisfaction

Processing Flexibility	+	Connectivity Flexibility	+	Deployment Flexibility	=	NICE Real-Time Transcription
• High-Performance Streaming ASR • Standard Streaming ASR • Post-Call ASR		• Web Socket (Cloud SVC) • NICE Engage • Avaya, Genesys, Cisco		• Cloud Service (SaaS) • NICE Engage • Hybrid		Embedded Across NICE

According to Metrigy, organizations that saw higher than average improvement in metrics like after-call savings, Average Handle Time (AHT), agent attrition, customer satisfaction, and sales are **2X as likely to use AI extensively for customer and employee interactions**.

- Metrigy, AI for Business Success 2024-2025
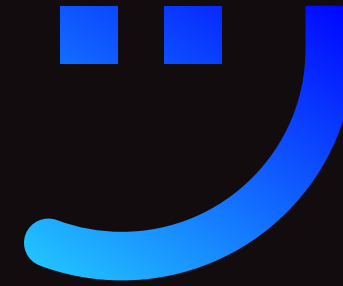
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SEAMLESS INTEGRATION

Use NICE ASR with NICE ACD for a complete native solution or integrate it easily into your own system.

SECURE

Transcripts are encrypted in transit and at rest, and customer data is kept within secure environments. NICE meets ISO:27001 and PCI DSS security standards and manages ASR as part of its certified cloud security services.

CONTINUOUS MAINTENANCE & AUTOMATIC UPGRADES

NICE ASR includes ongoing maintenance and upgrades. For example, NICE works continuously to improve its acoustic and language models for English and non-English languages and builds tooling to help clients account for rare words or client specific brands.

HIGHLY ACCURATE

NICE real-time ASR ranks among the most accurate systems available, as measured by Word Error Rate (WER) and Percent Correct.

MULTIPLE STREAMING OPTIONS

1) **High Performance Streaming (non-final)**
   Transcribes at the end of every word—used to enable Real Time Guidance for agents

2) **High Performance Streaming (finalized)**
   Transcribes at the end of every utterance—used to enable Enlighten Agent Copilot functionality such as continuous, real-time visibility into agent behaviors and suggested solutions for problem areas. It also enables immediate call summarization with Enlighten AutoSummary.

3) **Standard Streaming**
   Produces near—real time transcripts—used by Interaction Analytics

	High Perf Streaming (non-final)	High Perf Streaming (finalized)	Standard Streaming
LATENCY	<1 Second	1–5 Seconds	~5 Seconds

NICE's next-generation ASR technologies are powering AI innovation, delivering superior CX, and driving better outcomes.

nice.com