

# Ultimate CX Results

NICE

A Quick Guide to Tangible, Optimized Success

01

## 3 Critical Needs for CX Success

- 1 ONE Platform
- 2 Advanced Capabilities
- 3 AI-driven Value



## Orchestrate remarkable experiences

with digital, self-service, and voice interactions—all-in-one complete CX AI platform with the most advanced, purpose-built AI technology.

02

## ONE PLATFORM LEADS TO REAL RESULTS

**10B** interactions every year

**6X** digital engagement adoption

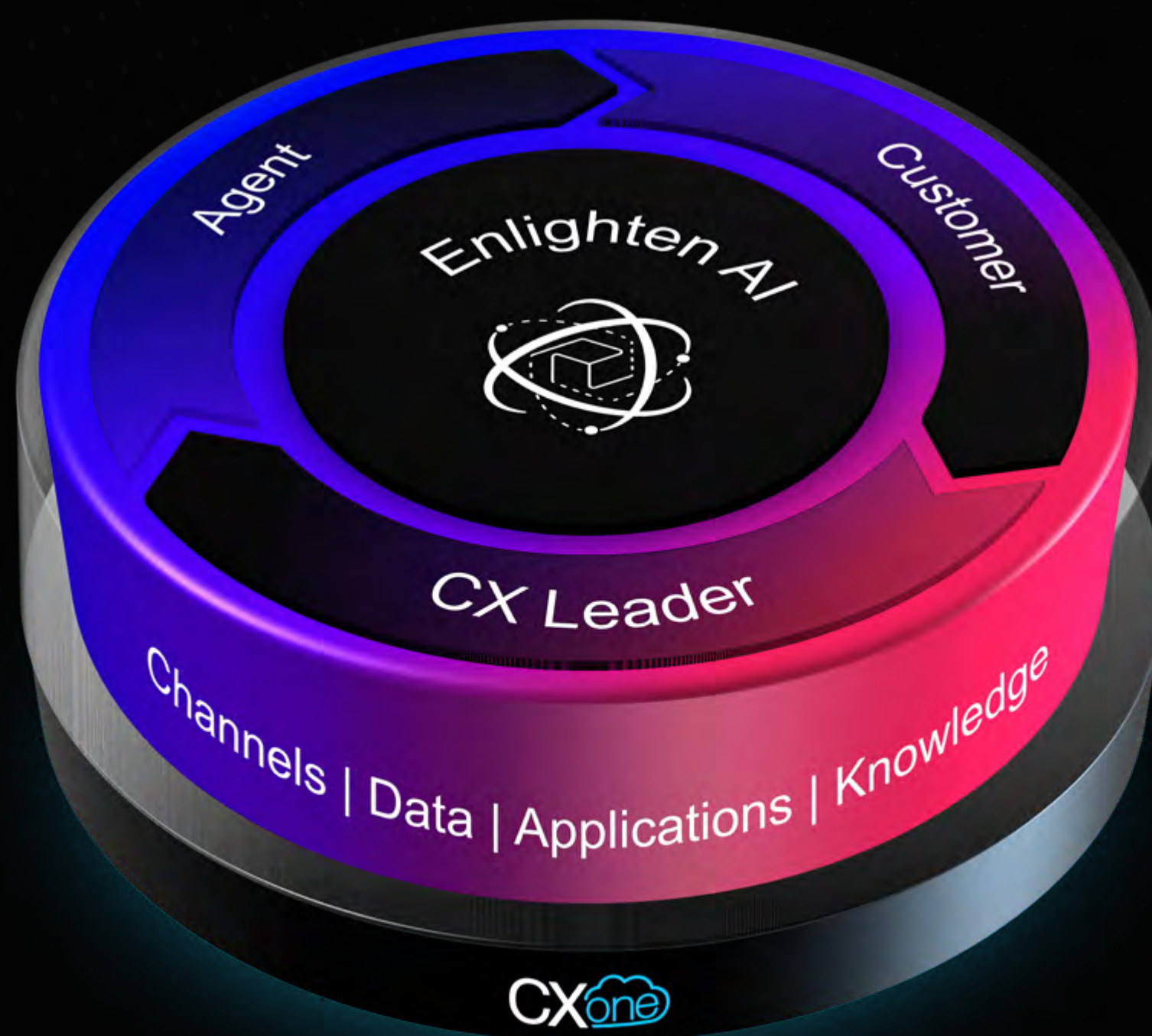
**1M** agents using CXone



A complete CX AI platform transforming customer experiences everywhere.

### AI-DRIVEN VALUE

Accelerate innovation with Enlighten, the world's first and only AI purpose-built for CX.



### ONE PLATFORM

Orchestrate 100% of interactions on a single platform for a seamless experience with every conversation.

### ADVANCED CAPABILITIES

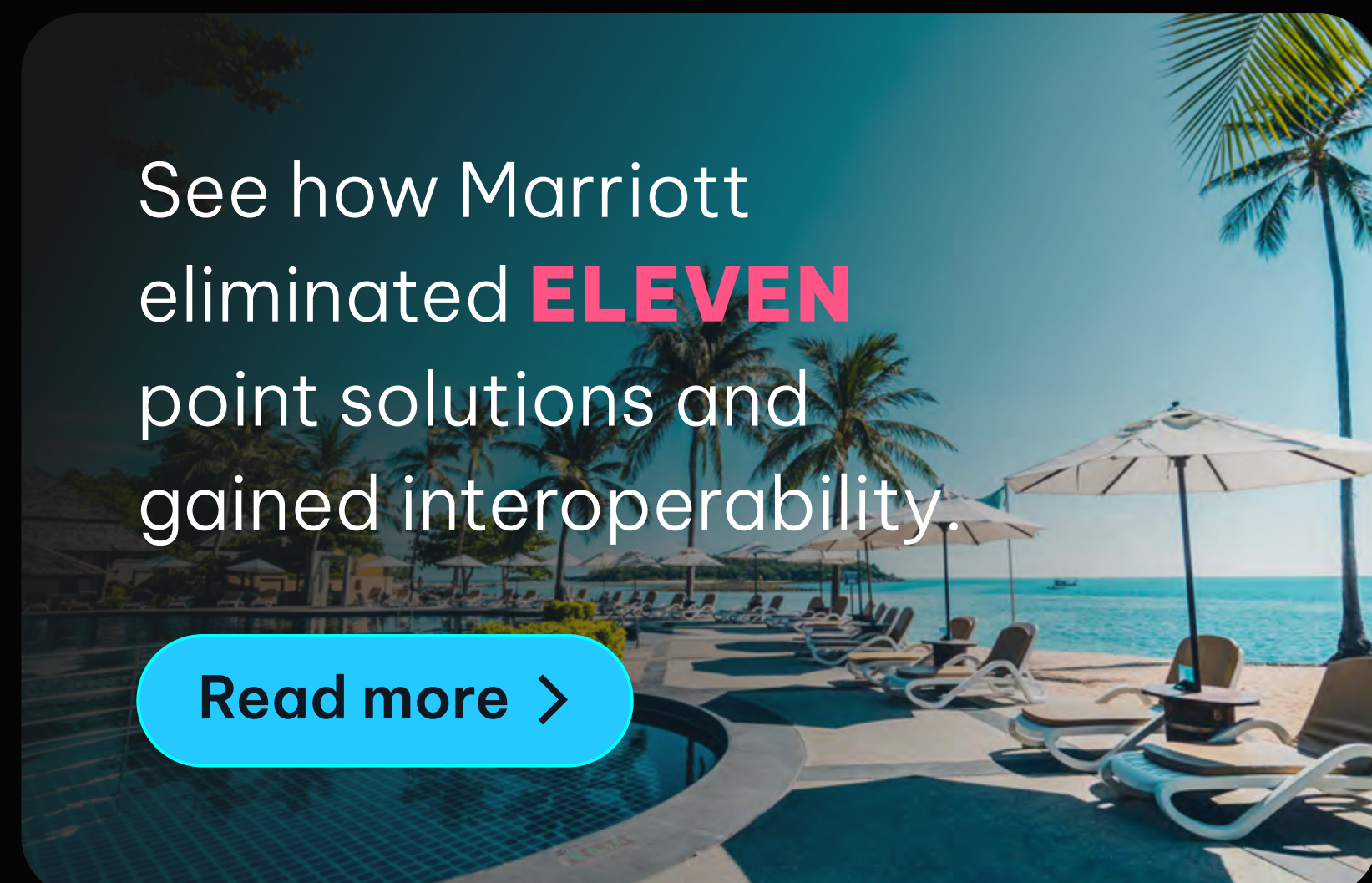
Streamline CX operations with unified data, channels, and best-of-breed solutions all on one platform.

03

## ORCHESTRATE SOPHISTICATED JOURNEYS

See how Marriott eliminated **ELEVEN** point solutions and gained interoperability.

[Read more >](#)

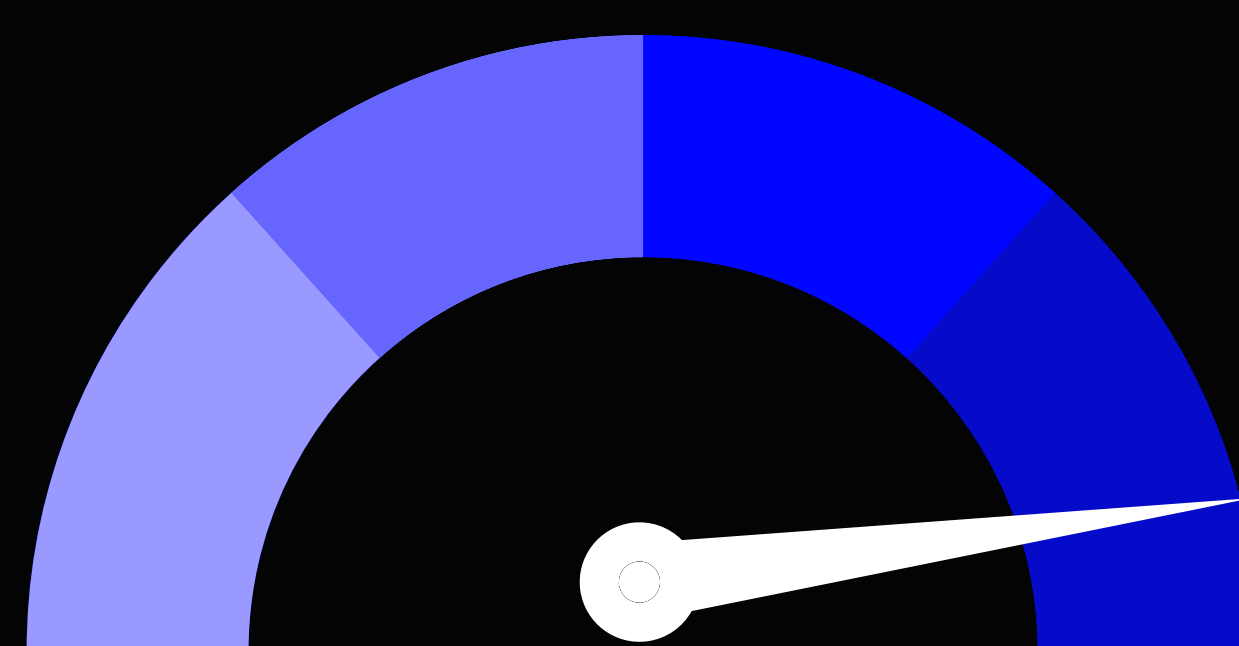


Take advantage of best-of-breed CX solutions including routing, workforce engagement management, analytics, and digital.

### Leverage advanced CX solutions to:

- Elevate self-service experiences
- Empower agents and supervisors
- Unlock data with generative AI for CX

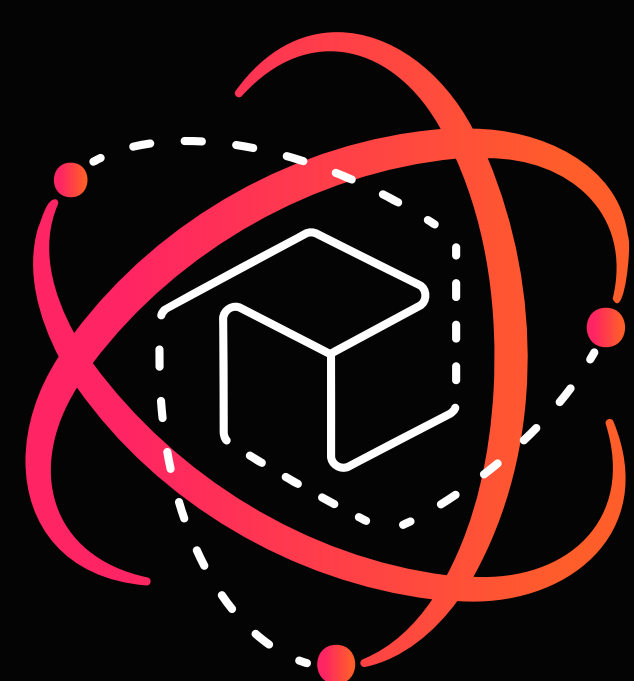
**4X INCREASE IN AGENT PRODUCTIVITY**



**4X**

04

## ACCELERATE YOUR CX STRATEGY WITH ENLIGHTEN AI

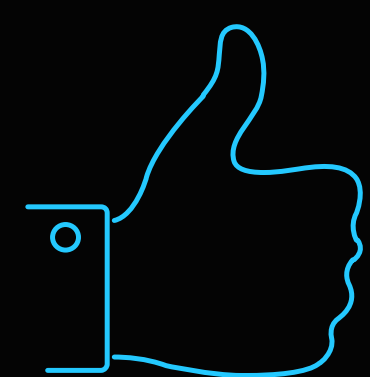


**Enlighten AI** was developed by NICE as the world's first and only AI built specifically for customer experience.

Realize efficiency and savings with the power and capacity of generative AI and machine learning for truly remarkable customer experiences.



**1K+** pre-built AI models



**25%** more positive customer sentiment



**3X INCREASE**

A survey conducted by Aberdeen revealed organizations that implement AI into their operations enjoy a 3X increase in customer satisfaction YOY.<sup>1</sup>

Learn how Fifth Third Bank used purpose-built AI to effortlessly analyze 15.7M calls

[Get the case study >](#)

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## TAP INTO OUR ULTIMATE CX COLLECTION

“Enlighten AI has totally changed the way our company operates—for the best.”

ALEXANDRA DOUCET,  
OPEN NETWORK EXCHANGE (ONE)

### 5 USEFUL RESOURCES

to help brands strengthen CX AI knowledge and build their strategies.

[Dive in now >](#)

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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