

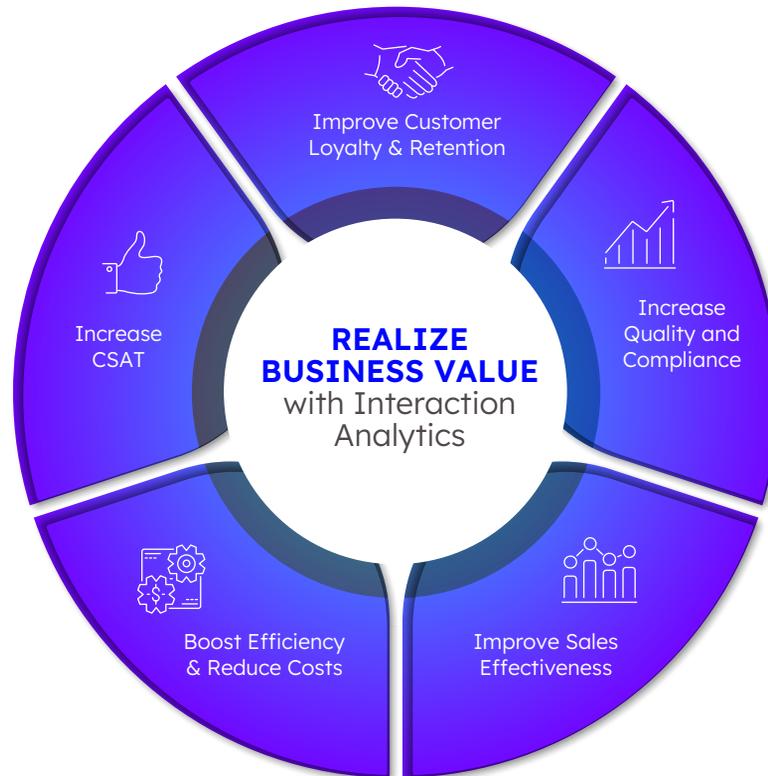


# CXone Mpower Interaction Analytics Built on Data and Powered by AI

## Gain immediate business results with out-of-the box insights

CXone Mpower Interaction Analytics boosts CX and drives better outcomes by automatically analyzing 100% of your customer interaction data and providing valuable insights out-of-the-box. Eliminate blind spots with breakthrough AI/GenAI to measure and gather insights on customer sentiment, identify churn risk, and uncover unknown product, process, and skill issues for faster resolution.

Leveraging the industry's largest customer experience dataset and 30 years of domain expertise, Interaction Analytics creates a unified view of the customer experience in a single interface with embedded reports and dashboards to organize, analyze and operationalize your data.



“NICE Interaction Analytics helped us find magic hidden in millions of customer calls, unlocking the secrets of our best salespeople and giving everyone a chance to win.

We understand how sales champions influence customers to buy, and what makes the difference to customers.”

– VOICE ANALYTICS MANAGER



# Transform Your Data Into Actionable Insights

## AUTOMATICALLY ANALYZE 100% OF INTERACTIONS

- Analyze data across over 30 channels from voice to text to digital, including social
- Identify contact drivers, customer behaviors, competitive mentions, opportunities to improve agent performance and much more.

## IMPROVE CX WITH BEHAVIORAL INSIGHTS

### Sentiment Analysis

Understand why customers are happy or unhappy and identify service, product or agent skill issues.

### Customer Frustration

Understand why customers are upset, and predict when customers may escalate interactions or churn.

**Brands excelling in customer sentiment outperform their peers by an impressive 43 percentage points in stock returns over five years.**

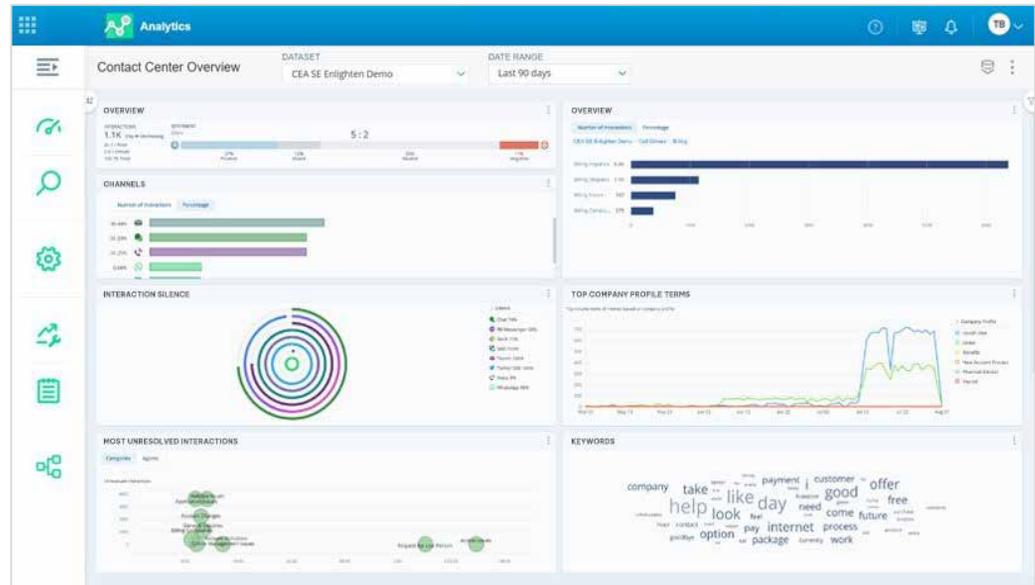
THE STATE OF CX: REAL INSIGHTS FROM THE LARGEST CX DATASET, 2024

## IDENTIFY ROOT CAUSES & TRENDS

- Automatically identify important topics and discover unknowns in your interaction data
- Quantify topic frequency
- Correlate topics with metrics such as sentiment, repeat contact, and average handle time

## TRACK AND REPORT ON ALL DATA

- Gain clear, measurable insights with unified, pre-built dashboards and reports that can be customized for every role—from executives to frontline agents
- Understand customer trends and agent performance with out of the box models or customized reports



# Benefit from the AI Revolution: Take Analysis to the Next Level with Interaction Analytics Advanced

Are you taking advantage of next gen AI technology revolutionizing today's analytics? Interaction Analytics applies highly precise, out-of-the-box industry specific models trained and validated on 30+ years of CX data to deliver business value on day one.

- Get higher quality insights faster
- Take action quicker
- Democratize your analysis and data
- Automate analysis to reduce manual effort

## Improve CX with Behavioral Insights

### Enlighten AI for CSAT

Automate agent behavioral analysis and empower agents by measuring the proven 9 soft-skill behaviors that drive CSAT.

### Enlighten AI for Sales Effectiveness

Gain a holistic view of agent performance with objective scoring of sales skills and behaviors that impact revenue across 100% of interactions.

“Interaction Analytics captures data and extracts insights we weren't previously able to access, eliminating blind spots across the enterprise.”

—Customer Analytics Leader



## Automatically Structure Your Data to Deliver Better Insights

Use pre-built, out-of-the-box Intent and Activity Topic AI Models combined with LLM technology to analyze every interaction for intents, events, and outcomes. Automatically classify related words and phrases into a three-level hierarchy of categories, topics, and subtopics, providing greater accuracy and coverage while replacing manual category building.

## Automate Interaction Topic Classification with Topic AI

### Easy to use, guided process

Automatically structure your organization's data—no expertise required

### Customize and tune your data

Align your data structure around your organization, processes, and terminology

### Drive ongoing value

Monitor topic frequency and correlate with metrics on intent and activity dashboards

### Increase Coverage

Improve handle times, reduce repeat contacts, and improve processes with Gen AI powered analysis of 100% of your interactions

### Improve business agility

Act on your CX initiatives and opportunities for improvement quicker

**69% of  
companies  
don't know  
why ALL their  
customers  
engage**

—METRIGY

# Leverage Your Interaction Data Throughout CXone Mpower

Enhance the customer journey by leveraging analytics insights across the CXone Mpower platform and CX applications.

[Visit nice.com](https://www.nice.com)

[Contact-us  
www.nice.com/contact-us](https://www.nice.com/contact-us)

Native to the CXone Mpower cloud platform, Interaction Analytics fuels unified reporting, automated workflows, rapid data sharing and knowledge, and seamless user management. Embedded AI analysis provides behavioral insights and identifies the skills and processes that improve efficiency and CSAT.

## NICE

### 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 Mpower, 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.

## THE FORCE MULTIPLIER

Deliver connected intelligence. Share analytics insights across the platform, power orchestration and end to end automation.

