NICE
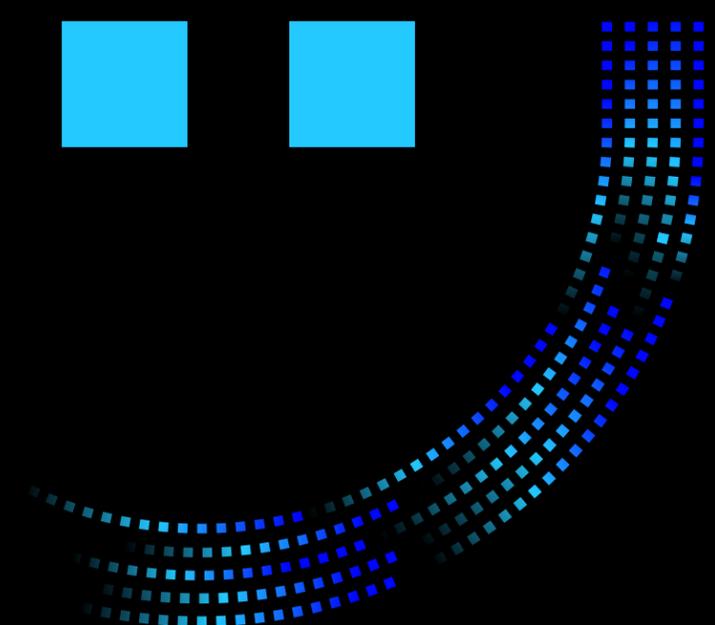
CXONE JOURNEY ORCHESTRATION
Master the Complexity of Today's Customer Journey

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.

www.nice.com

INVISIBLE INTELLIGENCE
FOR THE ENTIRE JOURNEY

CXone Journey Orchestration is the invisible intelligence that masters the complexity of today's customer journey.

It empowers businesses to guide consumers from the very start to successful resolution of their journey across more natively supported interaction channels than any other solution and maintain context throughout.

Journey Orchestration covers all parts of a seamless customer journey across more self-service and agent-assisted channels than any other solution. Be ahead of the curve with proactive outreach and use one single, intuitive tool - CXone Studio –enabling anyone to participate in shaping the customer experience.

Channel Choices.
Support the channels consumers prefer

Ahead of the curve.
Reach out proactively

Perfect Partners.
Match every customer with the best resource

One tool to rule.
Orchestrate cross-channel customer journeys

> " Journey Orchestration is the "Invisible Intelligence" that empowers contact centers to orchestrate all interactions and touch points to create a frictionless experience for every customer.

DOORSTEP TO DONE
Master the entire CX

CXone Journey Orchestration provides one consolidated solution to shape the entire customer journey, from beginning to successful resolution

- **Improve Customer Satisfaction** (CSat) by creating frictionless, contextual experiences across channels, use a single solution to manage the entire experience

- **Unify resources** (live agents, virtual agents) **and channels** to grow efficiency and ensure scalability

- **Optimize efficiency with a single routing engine** that combines options for synchronous and asynchronous interaction handling and routing modalities from skill-based to AI-powered

- **Mix and match modes to refine routing** (longest wait, skill-based, case-based, attributes, sentiment, proficiency (bullseye) and AI-powered routing and more) for every contact.

- **Make agents happy** by automating mundane interactions and providing them with timely support when needed to resolve difficult issues

- **Improve the Agent Experience** with access to all relevant data and anything that happened before in the customer journey, regardless of channel.

CHANNEL CHOICES
Support the channels your consumers prefer.

- **Boost customer satisfaction** by interacting with consumers in their preferred channel, providing a frictionless experience and maintaining context throughout

- **Increase First Contact Resolution rates** with the ability to provide contextual service across channels

- **Retrain existing and acquire new customers** by providing the frictionless, proactive experience today's consumers expect

- **Increase customer loyalty** with seamless interactions and quick and effortless resolution, regardless of channel(s)

- **Expand "like native" support to virtually any channel** such as your mobile app – use "Bring your own Channel" (BYOC)
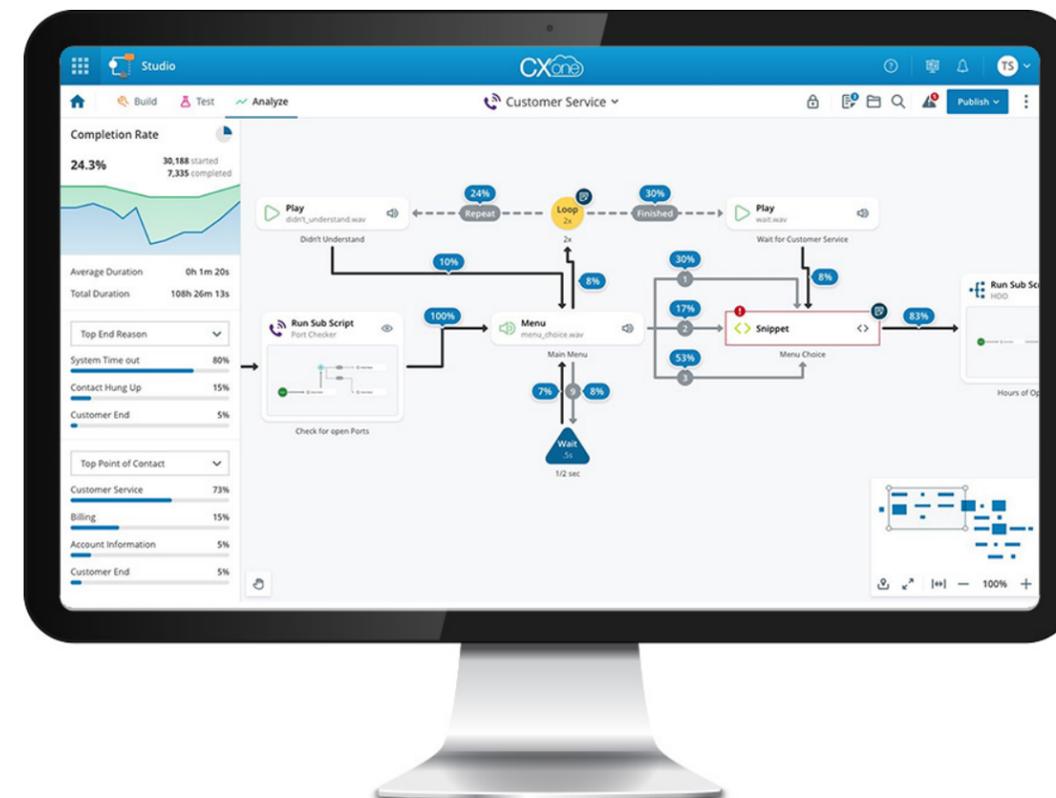
ROUTING FOR ANYONE

Orchestrating cross-channel customer journeys – no programming needed

- Manage all routing in a single intuitive, yet powerful interface

- Supports the largest number of interaction channels in the industry

- "Mix-and-match" routing modalities: from simple skill-based to sophisticated AI-powered

- In-app scripting guidance and powerful customization options

- No/low code integration with native and 3rd party self-service IVAs / bots and agent-facing applications

- Enable more users with granular role-based access

EASILY EXPAND & INTEGRATE

Choose from comprehensive portfolio of native and pre-integrated options or use no code / low code integration hubs

Choose from multiple native and pre-integrated self-service options:

CXone IVR: a powerful, easy to implement Interactive Voice Response solution that offers basic automated voice recognition (ASR) and Text-to-Speech (TTS)

CXone Smart Assist: a truly intelligent virtual agent that fully and conversationally resolves customer service and support needs with the best experience possible. Supports Voice, Chat and Digital Messaging channels.

CXone Bot Builder: Rapidly build, test, and maintain conversational AI bots for faster self-service and better CX on digital and social channels—no coding required.
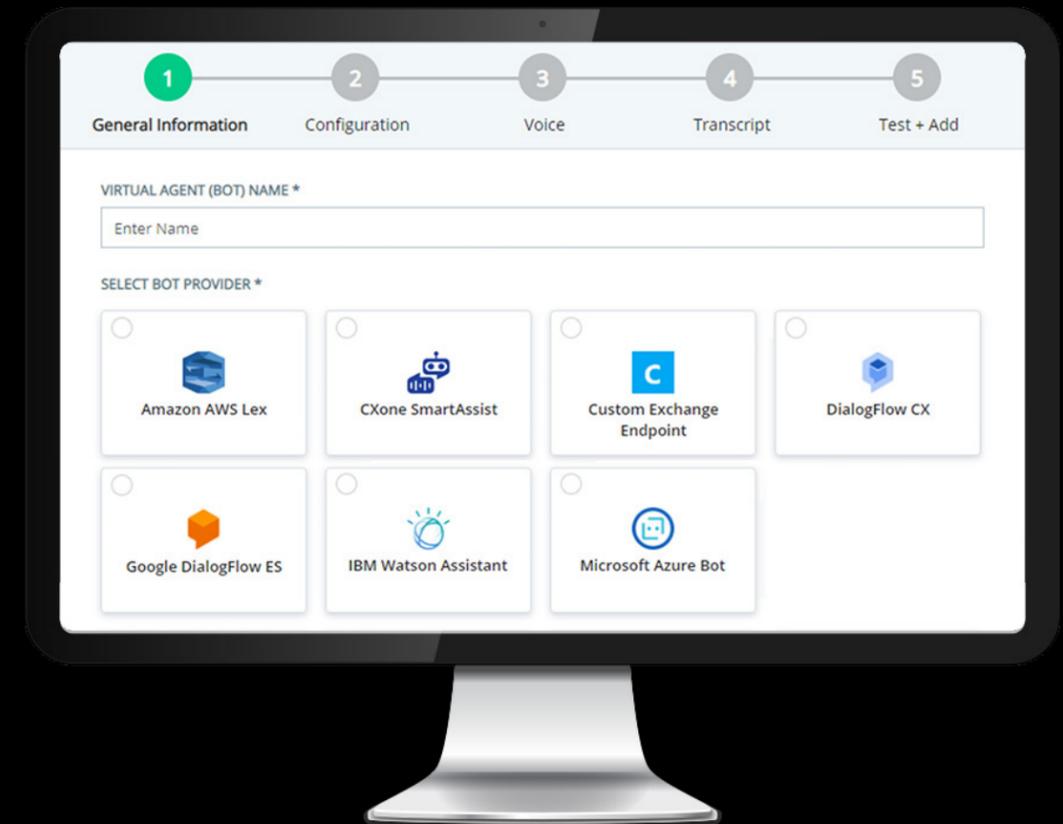
Use no code / low code hubs to streamline custom integration:

- Virtual Agent Hub: Easily integrate with the virtual agent provider of your choice

- Agent Assist Hub: manage all agent assist applications that you want to use with CXone

Be first and stay first in your industry with NICE CXone, the world's #1 cloud customer experience platform.

Now you can power expectation-defying experiences for your customers and employees using the first and only platform that unifies best-in-class Customer Analytics,

Omnichannel Routing, Workforce Engagement, Automation and Artificial

Intelligence—all built on an Open Cloud Foundation. With CXone, moving faster and working smarter becomes your first advantage.

Only CXone delivers one unified experience, on one cloud

native platform, along one proven path—all from one leader.

ORCHESTRATE CX– START TO FINISH

Entry Points
- Voice
- SEO Enhanced Knowledge
- Async In-app Messaging
- 30+ Channels
- Proactive Outreach

Journey Orchestration
- AI-driven Omnichannel Routing
- Contextual Knowledge
- Unified Config & Design

Smart Self-Service
- Proactive Virtual Agents
- Responsive Virtual Agents
- Knowledge Presentation
- Web & Mobile Guidance
- Self-service Analytics
- 3rd Party Bot Integration

Empowered Agents
- Unified Agent Experience
- Contextual Knowledge
- Knowledge Presentation
- Real-Time Guidance
- Task Automation

Complete Performance
- AI-driven Forecast/Schedule
- Analytics driven Quality
- Performance Mgmt.
- Journey & Context Analytics
- Voice of the Customer

Enlighten AI

CXone