



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 

Nexidia Analytics

AI ENABLED OMNICHANNEL INTERACTION ANALYTICS

NICE · nexidia

ACHIEVE BEST-IN-CLASS CX

Companies today face critical business challenges – the need to increase revenue and market share, acquire new customers and retain existing ones, drive operational efficiencies, ensure corporate and regulatory compliance, and increase overall customer satisfaction.

NICE Nexidia Analytics provides advanced capabilities developed from over 20 years of industry research and experience that enables organizations to accelerate their business decision velocity. It harnesses a goldmine of unstructured and structured data, provides predictive metrics that matter most to an organization, and automates complex decision making.

Nexidia Analytics makes it possible for deep analysis of your contact center data so that you can make informed decisions to maintain relevance, beat your competition, and future-proof your success.

Gaining the skills and insight needed to achieve best-in-class customer experiences requires that you incorporate analytics into the core of your business. Nexidia Analytics brings insight and context to every interaction, making it possible to build a comprehensive business analytics program with advanced capabilities that support all analysis and business use cases. These capabilities include:

COMPREHENSIVE CUSTOMER UNDERSTANDING WITH BREAKTHROUGH TECHNOLOGY

Nexidia Analytics' significant innovation is a single ingest pipeline that sorts, searches, analyzes, and cross-references data from all text and audio channels. With omnichannel support, Nexidia Analytics provides a comprehensive view of customer interactions to accurately quantify and analyze customer and agent behavior, sentiment, effort, and overall satisfaction with your business.

UNCOVER EMERGING TRENDS RAPIDLY WITH AUTODISCOVERY

Find emerging trends before they impact your business. Nexidia Analytics surfaces critical insights from all your contact center voice and text interactions so that you can focus your business decisions where they are needed most. Unsupervised machine learning is used to surface unknowns in your interactions data, making it possible to focus deeper analysis on priority topics with no lost time on guesswork.



VALUABLE INSIGHTS

Use Nexidia Analytics to uncover valuable insights about customer behavior, intent, and effort.

Dive deeper into the analysis of critical questions, such as:

WHICH AGENTS EXCEL AT CUSTOMER SERVICE AND WHAT MAKES THEM SUCCESSFUL?

Which behaviors are resulting in better service, more effective conversations with customers, and more consistent customer satisfaction?

WHAT DO YOUR CUSTOMERS SAY ABOUT THE COMPETITION?

What topics have low sentiment, and how can you alter your approach to improve customer satisfaction and loyalty?

WHERE DO YOU NEED TO IMPROVE YOUR CUSTOMERS' EXPERIENCES?

Where can you make it easier for them to find information they need on the channel of their choice?

WHY ARE CUSTOMERS CONTACTING YOUR COMPANY?

What are the product or process issues that need to be addressed?

WHAT SALES OFFERS ARE WORKING?

Which ones resonate with which prospects and customers – and why?

DISCOVER THE UNKNOWN

AutoDiscovery

Quickly identify frequently used words and phrases across all interaction channels, correlate them with other frequently used words and phrases, and create stored correlations for deeper root cause analysis.

Automatic Categorization

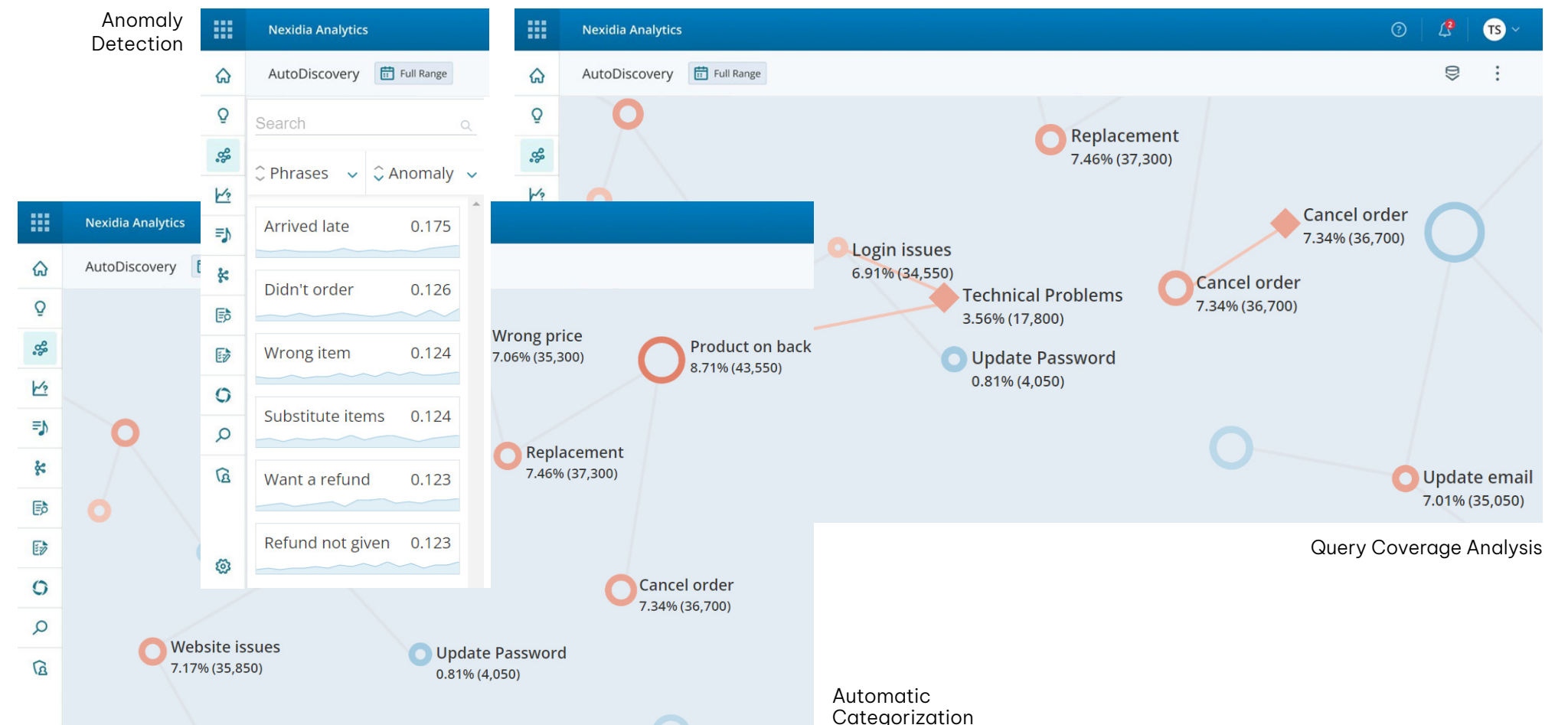
Automatic categorization uses customer data to automatically identify clusters of topics and relationships among the clusters within the interaction data with easy visualization of volume, sentiment, handle time, and other trends.

Anomaly Detection

Anomaly detection automatically identifies phrases and topics that trend in an “arrival pattern” that differs from its typical pattern, helping to identify low volume issues that have high value to the business.

Query Coverage Analysis

Query coverage analysis maps existing manually created correlations of speech or text categories and phrases overlaid with the topics discovered in automatic categorization, providing an easy mechanism for identifying topics that are not currently being fully quantified or tracked. Once identified, you can quickly add them to your analysis with just a few clicks.



FLEXIBILITY

WITH PRE-BUILT TOPIC LIBRARIES AND AD HOC SEARCH

Early discovery of emerging issues and the ability to automate the next steps is key to meeting business initiatives. Nexidia Analytics provides a deep, quantitative analysis across all customer interactions.

With NICE's own ASR engine, built from 20+ years of analytics innovation experience, you can uncover how often and why events occur and how they are affecting your business with a high degree of accuracy.

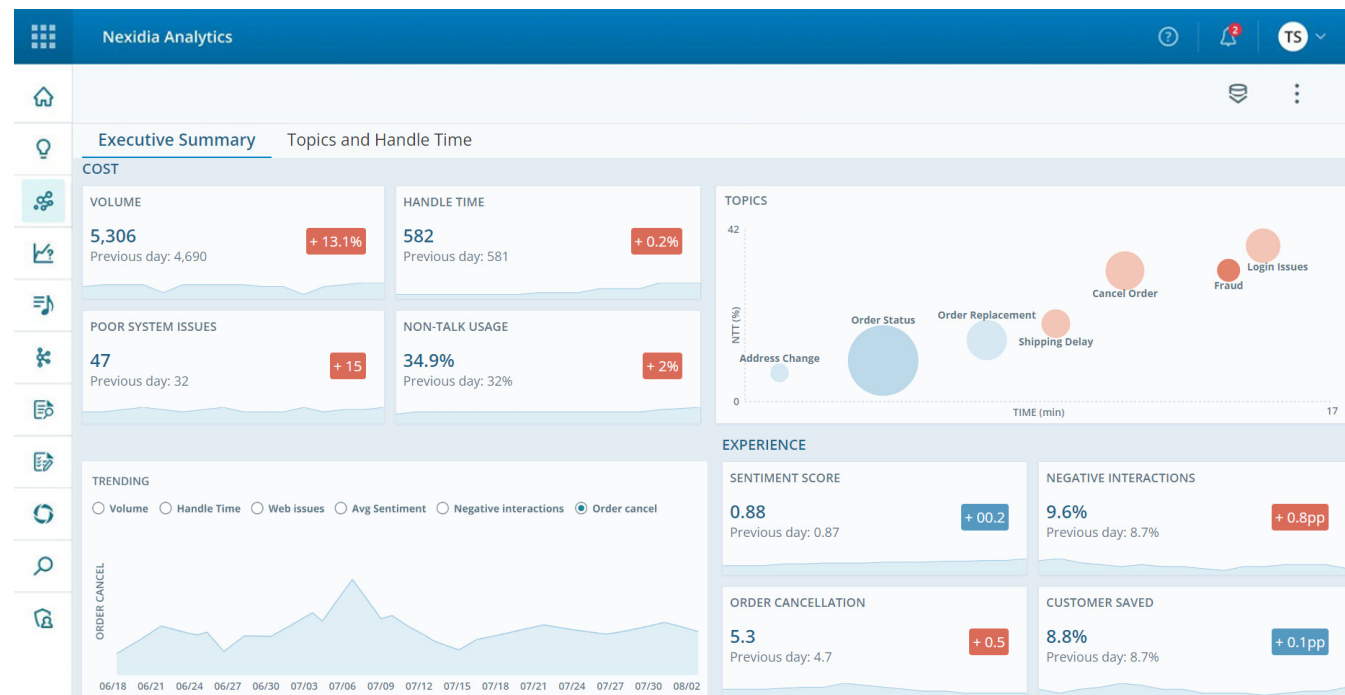
Ad hoc searches using Explore is an easy-to-use, guided data exploration

module designed specifically for business users with no analyst expertise. A visual search analysis on transcripts and metadata can automatically correlate topics and phrases to meta-data or KPIs such as sentiment, non-talk, and AHT. The results can be saved, shared and monitored for trends over time.

When building a full business analytics program, many priority outcomes are already known and do not require the discovery process. Nexidia Analytics' vast libraries of vertical- and topic-specific analytic

category correlations, along with optional Enlighten Intent and Activity models, make it easy to build a broad and complete analytics program that covers all areas of the business for optimum results.

The integrated Business Intelligence (BI) visualization toolset allows analysts to dig deep into customer and business relationships, and provides the capability to drill down to find information that can support every level of the business, whether the data ends up in a presentation to board-level executives, or in an individual performance review.



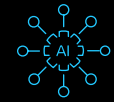
Executive Dashboard with Business KPI Monitoring and Trending

KEY FEATURES



EASY VISUALIZATION FOR ANY ROLE

Easy-to-read dashboards highlight the relevant information for each role in the business to track progress and make informed decisions, from executives to managers to front line agents.



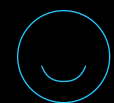
AI-ENABLED AUTODISCOVERY

Apply filters to related topics generated from machine learning on sentiment, volume, speaker, phrase length and more.



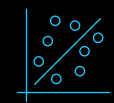
EXPLORE GUIDED DISCOVERY

Provide the benefit of instant analytics insights to all business users with an easy-to-use search tool.



AI-ENABLED SENTIMENT ANALYSIS

Sort calls based on positive or negative sentiment with easy visuals to analyze emerging trends and topics.



PRE-BUILT TOPIC CATEGORIZATION AND INTENT AND ACTIVITY MODELS

Choose from thousands of vertical- and topic-specific query correlations or out-of-the-box Enlighten Intent and Activity models to jumpstart your analytics program.



CX ANALYTICS OUTCOME METRICS

Leverage out-of-the-box metrics for customer satisfaction and loyalty, quality and compliance, cost management and sales effectiveness.



EXPERIENCE SEQUENCE ANALYSIS

Connect all touchpoints in a customer experience to identify, quantify, and analyze pain points in their journey at scale.



ROOT CAUSE ANALYSIS

Take analysis from macro trends and topics down to each conversation to uncover customer contact reasons and identify agent behavioral and process issues that impact customer experiences.



WORKFLOW AUTOMATION

Use out-of-the-box or customized workflows to turn understanding into action by defining alerts, reviewer teams and routing rules for review or escalation of interactions.



TOTAL ACCESS

Leverage your customer interaction data across the organization with standardized options for extraction and connection to corporate data frameworks.



IMPROVE CUSTOMER SATISFACTION

WITH AI SENTIMENT ANALYSIS

At its simplest level, sentiment analytics helps you understand why your customers are happy or unhappy. The machine learning model is trained to measure whether each customer interaction is positive, negative, or neutral, on a relational scale. When correlated with additional analyses, trends can be uncovered that are related to process issues, product defects, agent training issues, and more. With each resolution of issues around sentiment, your customer satisfaction (CSAT, NPS, tNPS) scores are guaranteed to rise.

ELEVATE CX

WITH SEQUENCE ANALYSIS

Identify and analyze every touchpoint in a customer experience at scale to gain a holistic view of their journey. These experiences can span multiple contacts, across channels and over many days, weeks or months. It is easy to find bottlenecks with specific sequence characteristics such as experiences that have high effort, many interactions and agents, a long duration or slow response time. You can then view the details of each interaction in the experience and save the criteria to share or continue to monitor it.

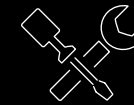
EXPAND YOUR ANALYTICS PROGRAM

WITH NICE SERVICES OPTIONS



MANAGED ANALYTICS SERVICES

Use our experienced data analyst teams for easier ramp up and internal staff training, or engage them long term to help you achieve success with your analytics program.



MAINTENANCE & SUPPORT SERVICES

Use our superior customer service to help you with any questions or issues, any time of day.



HOSTING SERVICES

NICE Nexidia offers highly secure cloud hosting with certified compliance in PCI, HITRUST, and ISO standards.



NICE UNIVERSITY

Pre-built and custom training with both self-led and instructor-led options.



DEPLOYMENT SERVICES

From installation configuration mapping to system compatibilities, we have you covered.



NICE USER GROUP (NUG)

Join the NUG to network with peers and participate in exchanges on how to solve day to day challenges using NICE solutions. Participation comes with the added perk of points that can be used to attend events at a discount or purchase NICE swag!

TAKE CX TO THE NEXT LEVEL

WITH THE NICE PORTFOLIO

ENLIGHTEN AI FOR CX

Operationalize any purpose-built Enlighten AI use case in Nexidia Analytics for deep insights and a rapid ROI including agent soft-skill behaviors that drive CSAT, sales effectiveness, contact summarization, self-service and compliance solutions. There are over 200 models with thousands of out-of-the-box intents, events and outcomes across different industries. To realize immediate value from your Enlighten AI analysis, Nexidia Analytics includes pre-built workflows, reports, and metrics.

QUALITY CENTRAL

Quality Central is a next generation analytics-driven quality solution that is part of the NICE Nexidia Customer Experience Analytics solution suite. It provides end-to-end, out-of-the-box quality automation including scoring, evaluations, calibration and coaching. Leverage AI analytics to gain a holistic understanding of quality in your organization from 100 percent of the interactions.

REAL-TIME INTERACTION GUIDANCE

Empower agents and supervisors to improve every interaction in real time, it drives a measurable impact in the contact center. The insights from Nexidia Analytics can help you understand what agents need to be prompted on as well as measure the effectiveness of your real-time agent guidance program.

NICE ENGAGE

Nexidia Analytics can be used with any call recording solution, but NICE Engage offers seamless call and screen recording with streaming playback. User management is also simplified and made available to both Nexidia Analytics and Quality Central.

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

—CUSTOMER ANALYTICS LEADER, FINANCIAL SERVICES

