



To learn more about Enlighten XO,  
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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.

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# ENLIGHTEN XO

**NICE**



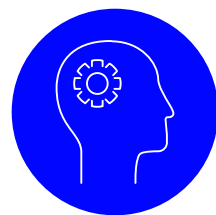
# Transform Customer Experience with Smart Self-Service

Enlighten XO analyzes historical conversational data from voice and text interactions to identify and extract the best conversations based on those with optimal outcomes, such as the best CSAT, AHT, and FCR. These insights optimize experiences by bringing a data-driven, empirical approach to self-service applications

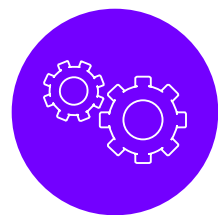
## Key Benefits



Increase self-service resolution rates



Reduce customer effort with smarter self-service



Automate complex customer needs



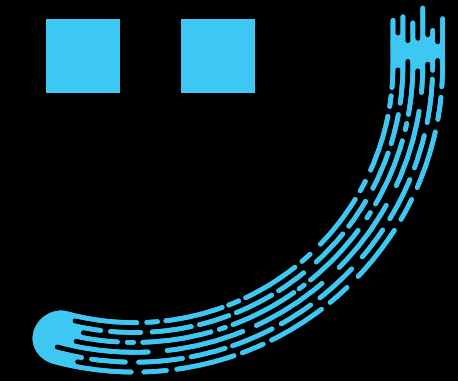
# Deliver the Self-Service Your Customers Expect

Consumer demand for self-service is soaring, but in most instances your systems are only able to successfully complete simple tasks, forcing customers to transfer to a live agent for more complex issues.

Today, self-service applications struggle because their scripts are manually programmed, limiting their ability to handle the nuances of communication. Even though self-service applications are ripe to become more intelligent and solve more complex problems, organizations struggle to train them on the most valuable knowledge source they have – employee-assisted interactions.

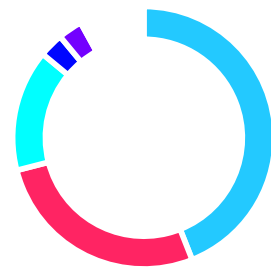
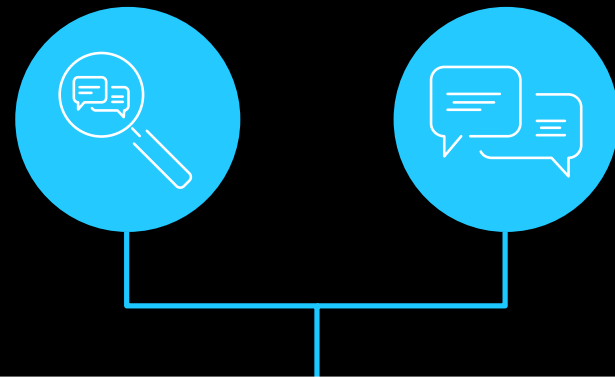
# Build Smart Self-Service Fast

With a data-driven and agile approach, Enlighten XO takes the guesswork out of self-service development. Organizations can improve digital quality and containment while reducing the labor and time needed to develop self-service applications.



## 1 Identify

Pre-built AI models find and categorize thousands of customer intents, identifying the best automation opportunities.

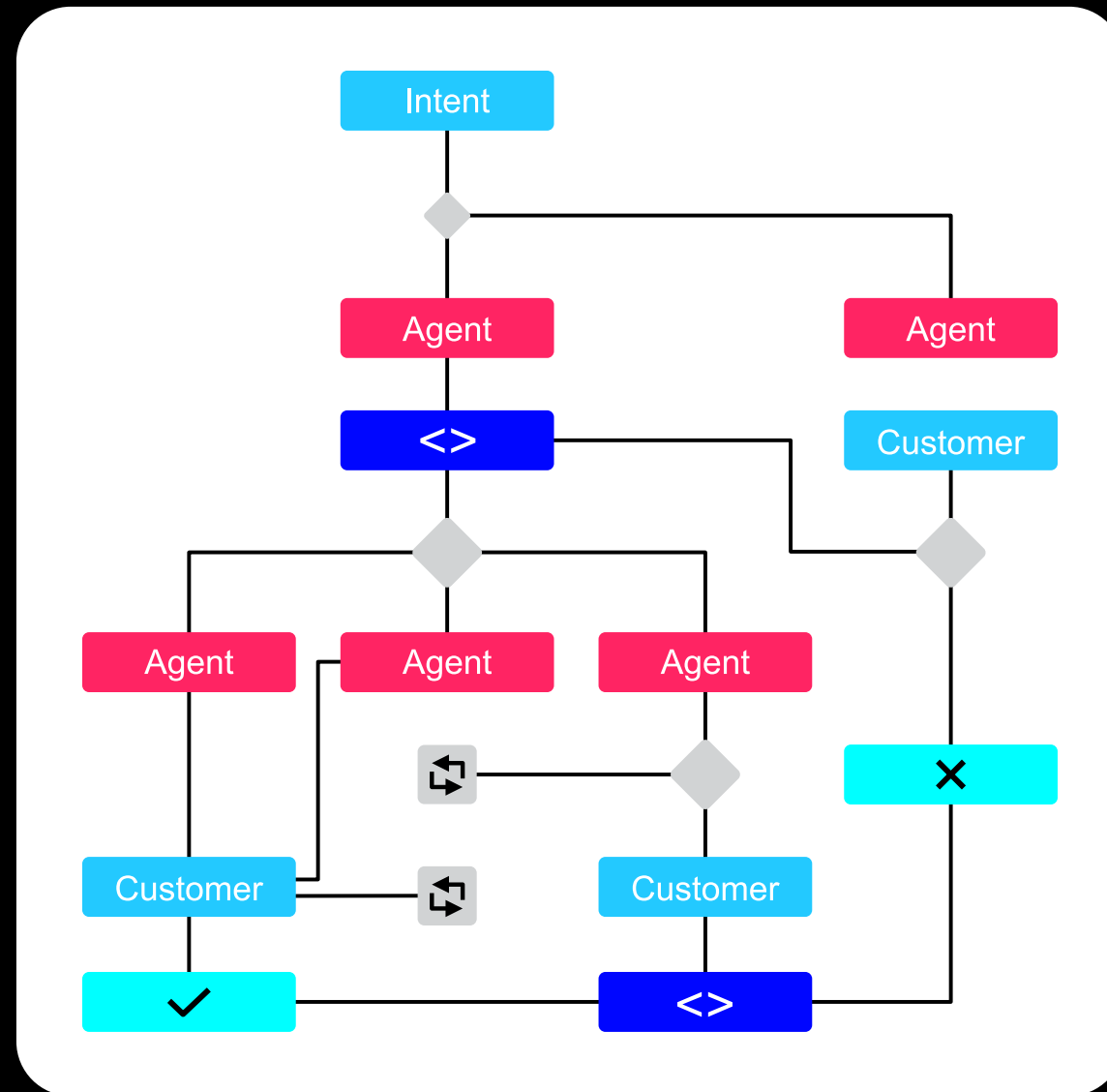


- Bill 44%
- Accounts 15%
- Upgrades 27%
- 
- 

- Bill – Change date 23%
- Bill – Dispute charge 19%
- Bill – Missing discount 14%
- \_\_\_\_\_
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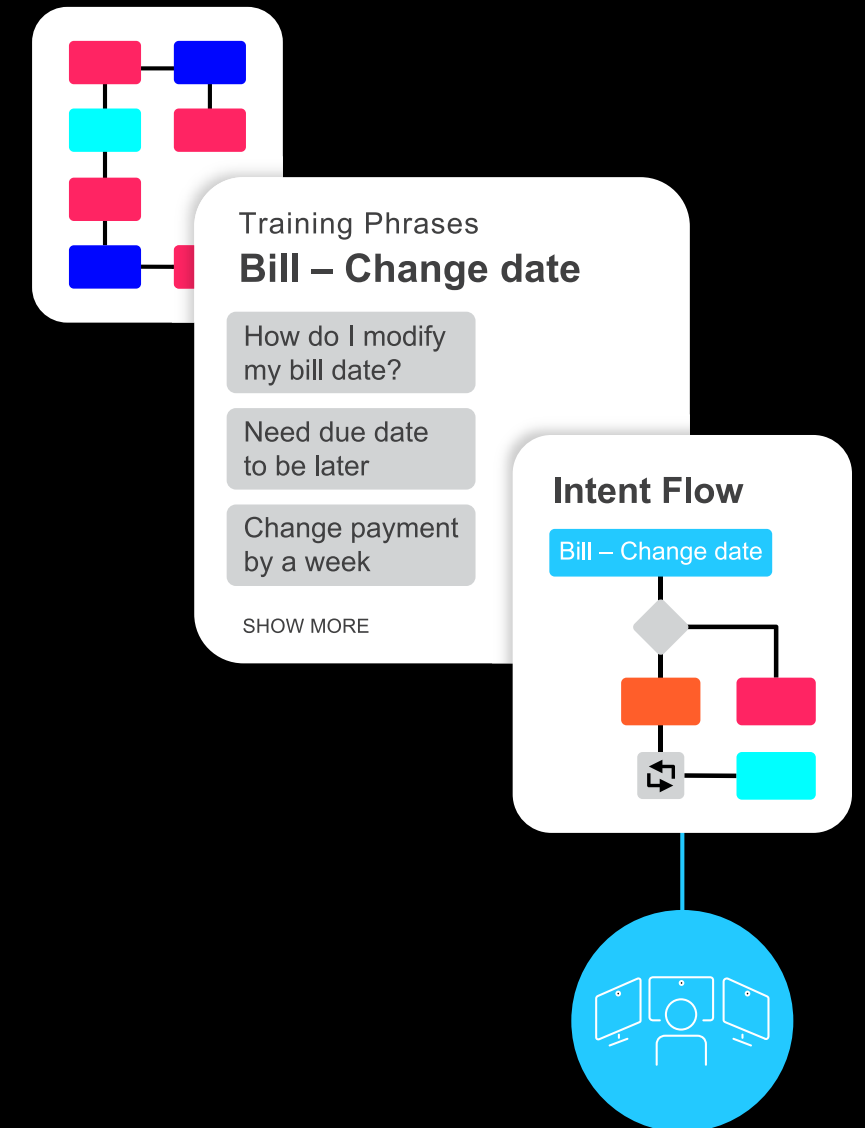
## 2 Optimize

Identify the most efficient and effective resolution paths for each intent to optimize the ideal flow.



## 3 Build

With the right data, export insights to development teams, and quickly augment self-service applications – fast.







“We now know the intents with the highest value to automate, and exactly how to improve our self-service offerings.”

—VP, DIGITAL CUSTOMER EXPERIENCE, FORTUNE 50 FINANCIAL SERVICES

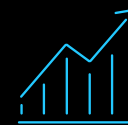
### Optimize Experiences at Scale

Customer Experience is an organization’s #1 differentiator, but self-service systems aren’t keeping up with the speed that new products, services, and promotions are hitting the market. With a feedback loop directly from the voice of the customer, Enlighten XO ensures self-service applications are always current. Through pre-built dashboards, self-service teams always have access to the newest automation opportunities and latest performance trends. The only way to optimize experiences continuously at scale is with the data-driven, empirical approach of Enlighten XO.

### Power Digital Transformation with AI

Enlighten AI is the first comprehensive framework for customer experience (CX). It is a set of purpose-built AI technologies that make every CX application and process smarter in real-time. Developed from over 30+ years of industry expertise and using the largest syndicated interaction dataset, an array of self-learning AI solutions are embedded across the NICE product portfolio and delivered out-of-the-box empirical approach of Enlighten XO.

## Benefit from Smart Self-Service



Increase First Contact Resolution (FCR)



Improve CX by providing the 24/7 convenience customers expect



Increase self-service containment



Decrease costs for human-assisted channels



Develop new self-service capabilities with out-of-the-box AI

“We’re flipping the script and using the outcome data from agent interactions to identify fallout that should have been handled through self-service.”

—EXECUTIVE DIRECTOR, FORTUNE 50 MEDIA