

# CXone Mpower Experience Optimization

Analyze your conversations to build better self-service experiences.

Your customers want more self-service options—and CXone Mpower Experience Optimization (XO) makes it easy for you to give the people what they want. XO takes the guesswork out of designing great self-service interactions that actually resolve customers' issues. Unlike most AI—which is generic for all use cases—XO was specifically designed to improve self-service CX using the largest dataset of historical voice and text interactions. Understand what your customers say, want, and need, as well as how your agents engage with them across channels, to prioritize and deliver on top automation opportunities.



Get faster results and design new self-service offerings with in-depth insights from out-of-the-box AI models. Use specialized bots to streamline agent tasks and help them resolve more digital interactions. The result: less customer effort, more valuable customer-agent interactions, and lower costs. Isn't that NiCE?

## Start with data, not a workshop

### Take the guesswork out of self-service development

- Gain cross-channel intelligence using holistic view of data from employee-assisted voice and chat interactions
- Uncover training phrases based on customers real-life language for specific insights into each customer's needs for every self-service intent
- Harness data from live interactions to improve self-service channels

## Automate effective resolution faster

### Prioritize the most impactful opportunity first

- Pinpoint the best opportunities for automation, optimize the ideal flow, and build self-service applications—fast
- Adapt self-service to match your changing business needs
- Upgrade digital channels, including chatbots, to resolve more complex issues with higher customer satisfaction

## Increase self-service success

### Valuable insights, effective results

- Respond quickly to customers' evolving needs and optimize your self-service channels with continuous feedback
- Discover the highest-value automation opportunities with intelligence from live voice and chat interactions
- Create data-driven self-service flows for truly intelligent virtual agents that can handle inbound contacts with optimal workflows



## Benefits

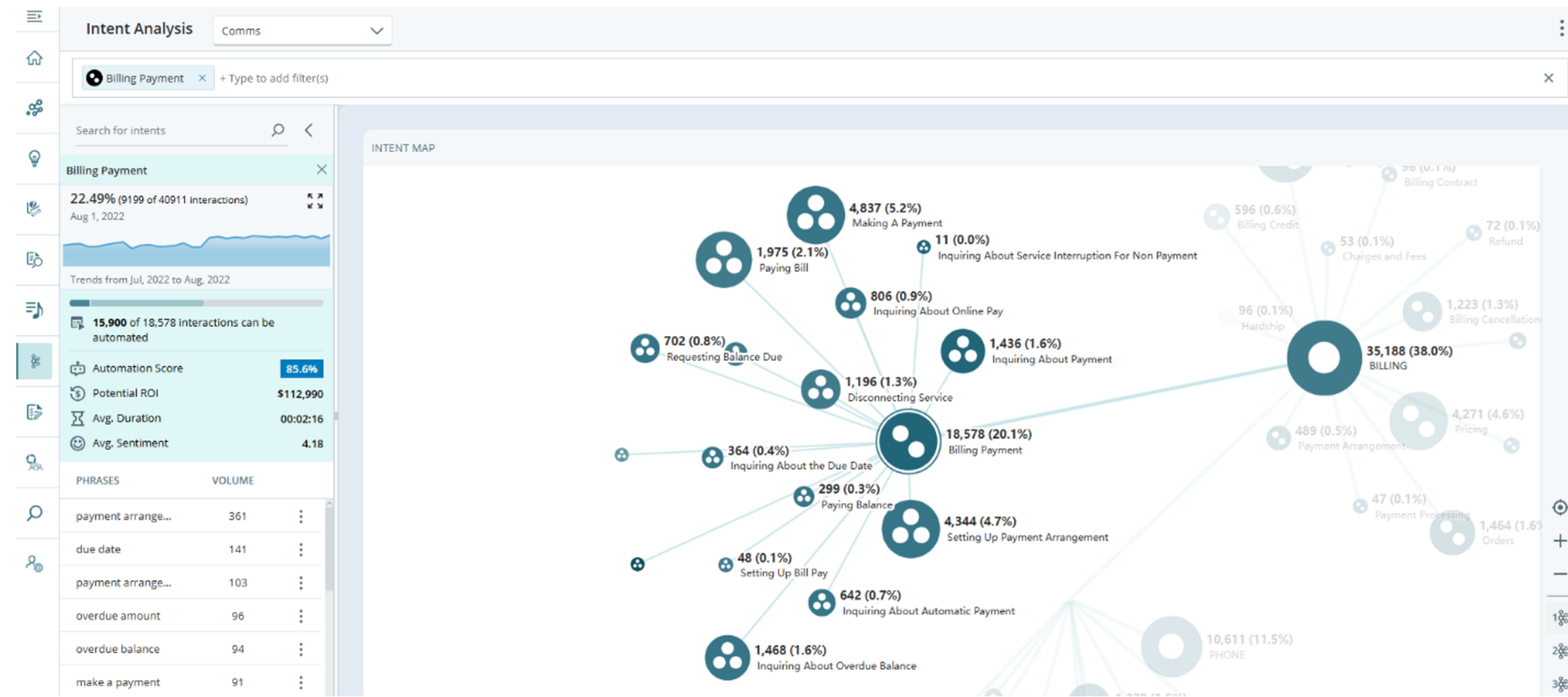
- Build IVAs that are fully fluent in customers' needs
- Increase digital first contact resolution
- Develop new data-driven self-service capabilities—no data science team required
- Decrease costs for human-assisted channels by reducing voice volume
- Increase speed of digital development and accelerate self-service time-to-value
- Reduce customer effort in digital channels
- Improve customer engagement in self-service
- Provide the 24/7 convenience customers expect and improve digital CX

## Key features

- Out-of-the-box AI models built on the largest holistic conversational data set
- Identify customer intents with multiple hierarchies
- Codelessly deploy new bot flows within CXone Mpower Autopilot
- Prioritize and view intents by KPI—including by sentiment, ROI, duration, automation score and volume
- Identify agent tasks for each customer intent
- Visualize optimal conversational flows for each intent from top performing agents' resolution paths
- Integrate utterances and workflows into chatbot without code

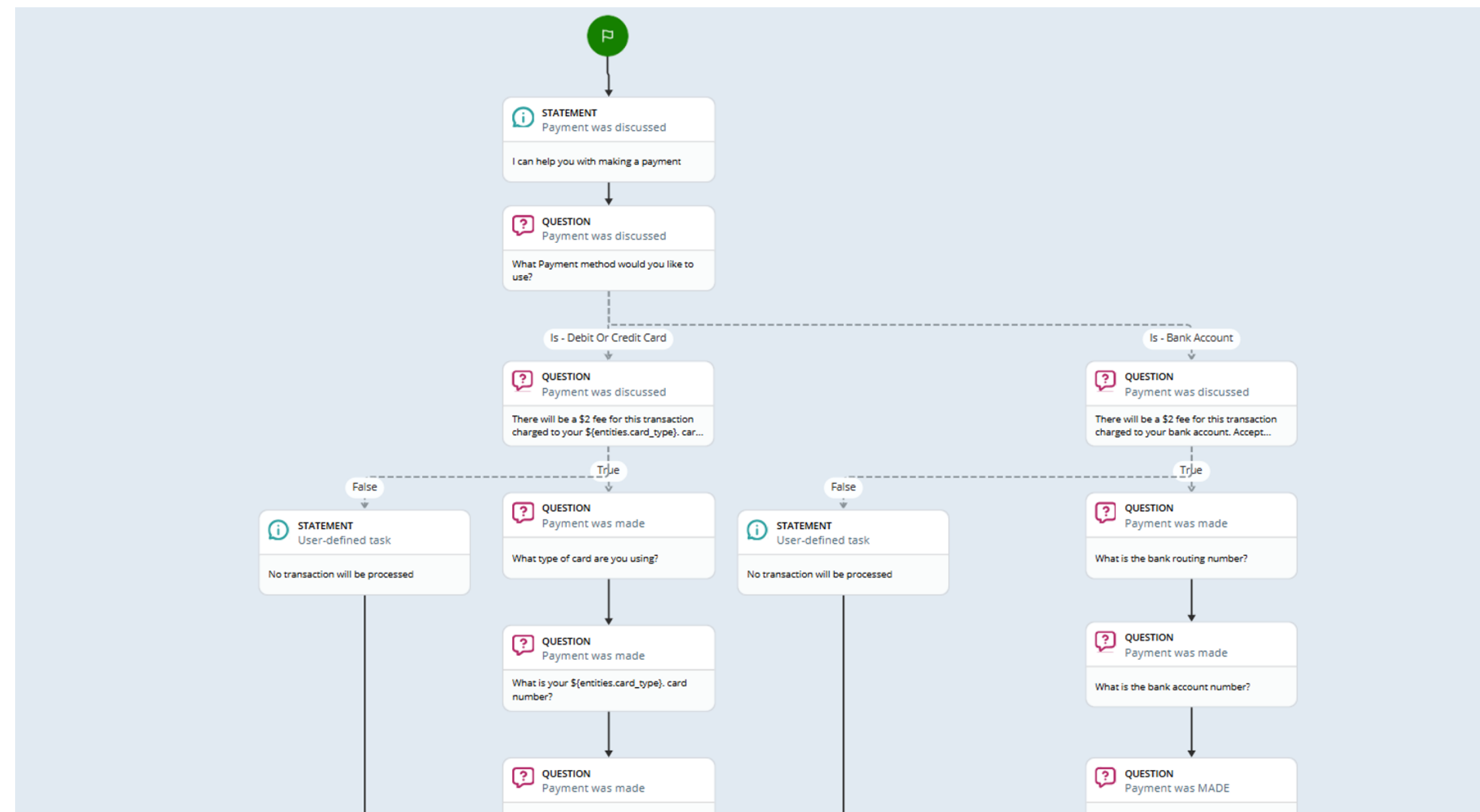
## Understand customer intents at scale & prioritize automation opportunities

XO analyzes historical conversational data, like voice calls and chat interactions, to extract a complete set of customer intents for the business. Prioritize the intents best suited for automation based on metrics like volume, duration, and sentiment.



## Build conversational flows intelligently and codelessly

Put your data in the driver's seat and build optimized Autopilot workflows based on task analysis of successful agent interactions for increased containment and customer satisfaction.



# NiCE

### About NiCE

NiCE is transforming the world with AI that puts people first. Our purpose-built AI-powered platforms automate engagements into proactive, safe, intelligent actions, empowering individuals and organizations to innovate and act, from interaction to resolution. Trusted by organizations throughout 150+ countries worldwide, NiCE's platforms are widely adopted across industries connecting people, systems, and workflows to work smarter at scale, elevating performance across the organization, delivering proven measurable outcomes.

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