

NEXIDIA ANALYTICS AI-ENABLED AUTODISCOVERY

Make experiences *flow*

To learn more about Nexidia Customer Engagement Analytics, visit www.nice.com/engage/nexidia-customer-engagement-analytics

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.



Focus your business decisions where they are needed most, with immediately quantifiable insights into your contact center interactions.

AI-enabled AutoDiscovery uses unsupervised machine learning to surface unknowns in your interactions data, making it possible to focus deeper analysis on priority topics with no lost time on guesswork. AutoDiscovery includes three advanced capabilities to boost your Nexidia Analytics program: Automatic Categorization, Anomaly Detection, and Query Coverage Analysis.

- Benefits**
- Effective trend monitoring on critical business topics
 - Intelligent decision making on priorities and focus areas
 - Fast time to insight, with faster issue resolution
 - Reduced effort surfacing unknowns
 - Easily quantify topics by volume, sentiment, and other metrics

Automatic Categorization

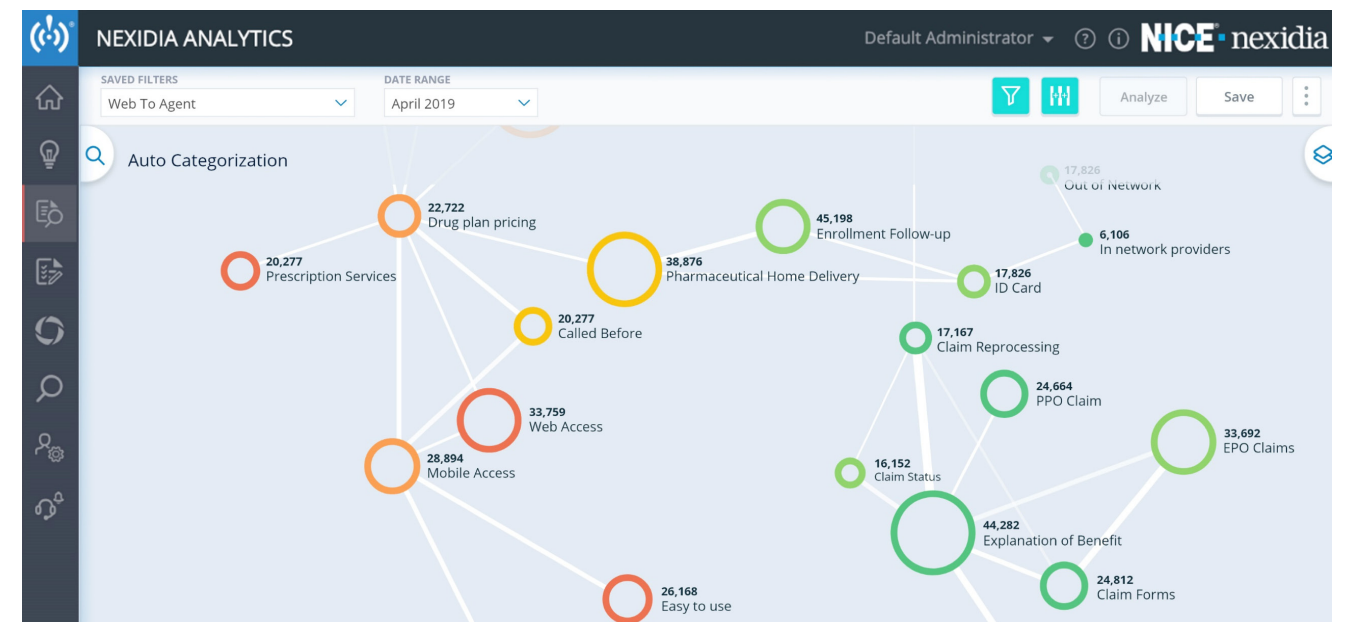
The unsupervised machine learning model for Automatic Categorization uses customer data to automatically identify clusters of topics and relationships among the clusters within the interaction data. The clusters are visualized by size and color via metric filters such as sentiment, volume, interaction duration, trend anomalies, average handle time, volume and cross-talk providing for quick insight to the topics occurring in the data and associated attributes.

Anomaly Detection

It is conceptually intuitive to mine data for high volume topics that represent priority KPIs for the business. But it is important to also recognize low volume conversations that can have a high value to the business. Anomaly detection automatically identifies phrases and topics that trend in an “arrival pattern” that differs from its typical pattern. By automatically identifying these changes in trends, Anomaly Detection can help surface emerging topics whose volume is likely to grow due to a newly uncovered problem, as well as uncovering topics that might never otherwise be identified through day to day analysis of big data and high volumes of interactions.

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. This makes it easy to see where fast action can be taken to close knowledge gaps, while also providing a confidence level for topics already being monitored. In some cases, a query might provide coverage of a topic, but be missing additional information that indicates that the topic is not fully quantified – the visualization of this gap makes it possible to strengthen existing queries.



Automatic Categorization

