Make experiences *flow*

ENLIGHTEN AI FOR CUSTOMER SATISFACTION
with Real-Time Interaction Guidance

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

NICE

MAKE EVERY INTERACTION COUNT.
EVERY TIME

Empower your contact center agents to deliver service excellence in a way never before possible. Using Enlighten AI for Customer Satisfaction behavioral models paired with Real-Time Interaction Guidance, agents receive immediate feedback during each interaction to guide them to a positive outcome every time.

Enlighten AI for Customer Satisfaction is an out-of-the-box solution that interprets and measures human behaviors proven to influence customer satisfaction. Real-Time Interaction Guidance makes use of these metrics and provides easy-to-understand prompts and recommendations to agents, giving them confidence in their performance while enabling them to proactively self-correct in the moment. All the while, the AI models continually self-improve to bring unparalleled insights for superior customer experiences.

Enlighten AI is based on purpose-built AI technologies that derive their understanding of customer experience using the most comprehensive and expansive interaction dataset, built and trained with 20+ years of industry experience and market leadership and over 500 patents.

Key Benefits:

- Improve customer and employee satisfaction
- Guide agents to self-correct during every interaction, in any situation
- Manage agent teams more effectively from any location
- Reinforce coaching sessions

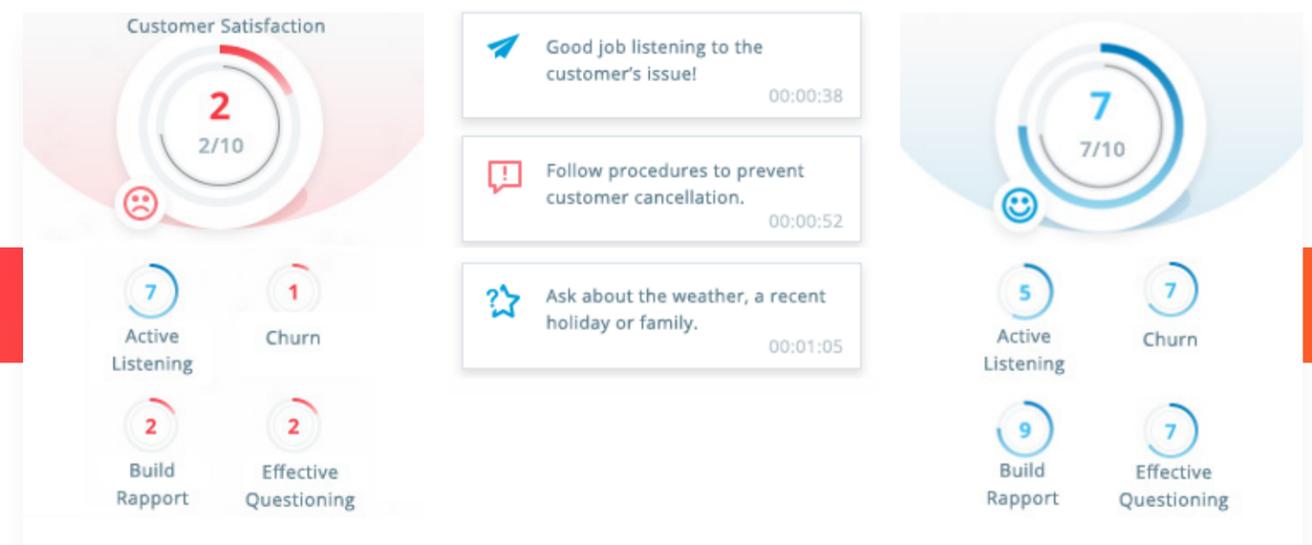## Drive customer satisfaction improvement with objective analysis of agent soft-skills

Agents are often evaluated based on a small, random sample of interactions. This practice leads to job dissatisfaction, a high number of quality score disputes, and insufficient insight into customer satisfaction trends. Survey scores are no better—low response rates and the inability to represent all customers make it difficult to use these scores to improve experiences.

Enlighten AI for Customer Satisfaction scores agents' soft-skills on every interaction—objectively and consistently—eliminating the need for manual interpretation. Purpose-built customer satisfaction behavioral models derived from the largest interaction dataset in the world use machine-learning to continuously identify behavioral patterns.

The models get smarter with every interaction, eliminating the subjectivity of manual audits and the complexity of training AI models on in-house data. With a consistent measure for agents' soft-skills, it's easy to understand agent performance and improve customer satisfaction.

Coach every interaction in real-time

Research shows that within one hour, people forget an average of 50 percent of the information presented in training and within 24 hours, they forget an average of 70 percent of new information.[1]

[1] Praveen Shrestha, "Ebbinghaus Forgetting Curve," in Psychestudy, November 17, 2017, https://www.psychestudy.com/cognitive/memory/ebbinghaus-forgetting-curve.

Instead of waiting for your next coaching session, provide agents with immediate feedback during their interactions in real-time.

Desktop prompts from Real-Time Interaction Guidance include information on how to respond to a customer in the moment. Specific recommendations, such as taking ownership, speaking more slowly, or listening actively—the behaviors from Enlighten AI for Customer Satisfaction models empower agents to steer customer conversations for better outcomes.

Real-time supervisor visibility

Across an entire team of agents, it can be challenging for Supervisors to see which agents might need support, encouragement, or recognition for a job well done. Instead of relying on reports with results of interactions long-forgotten, supervisors have a real-time dashboard to see customer satisfaction indicators across their team, receive alerts, and view real-time transcripts. They can also set customizable alerts with timing thresholds on spoken or omitted words or phrases or on specific events such as regulatory disclosures, and organizational greetings or closings.

"My team's scores have improved significantly... I love it! They love it! We believe in it!"

—SUPERVISOR

Supervisor Dashboard

My Team — Search for query hits

SENTIMENT		NAME		START	END	AGENT ID	ALERTS	STATUS	LOGGED IN
☹	1	DM	Danny McFarland	1:12:32 PM	1:29:02 PM	4348	13	● On Call	Yes
☹	1	BA	Bangs Susan	11:06:45 AM	11:27:45 AM	5793	12	● On Call	Yes
☹	2	DD	Davidson Debble	3:49:16 PM	4:13:09 PM	2138	10	● On Call	Yes
☹	3	EB	Emily Brown	8:55:23 am	9:13:13 AM	5958	7	● On Call	Yes
☺	4	CK	Coulter Kara	1:49:26 PM	1:19:32 PM	7388	6	● On Call	Yes
☺	5	BS	Bruna Son	12:34:11 PM	1:07:36 PM	2502	5	● On Call	Yes
☺	6	RH	Rahim Hicks	11:24:00 am	11:57:31 AM	5994	4	● On Call	Yes
☺	6	DZ	Decker Zoe	6:43:07 PM	7:09:02 PM	5620	4	● On Call	Yes
☺	7	AL	Alvarez Ellie	2:38:23 PM	2:52:13 PM	2551	0	● On Call	Yes
☺	7	LE	Lani Edge	1:55:33 PM	2:09:59 PM	4515	0	● On Call	Yes

DM Danny McFarland

1 6/10

5	7	1
Acknowledges Loyalty	Active Listening	Demonstrate Ownership
9	2	2
Build Rapport	Churn	Complaint

Inform the customer that you can and will assist. 00:00:38

Churn risk identified. 00:00:38

Customer complaint identified. 00:00:38

A COMPREHENSIVE FRAMEWORK FOR **CUSTOMER EXPERIENCE**

A suite of innovative CX solutions operationalizes insights from Enlighten AI behavioral models, accelerating action and turning customer service into a real competitive differentiator. Deploy rapidly and increase adoption with pre-built dashboards, workflows and reports.

Interaction Analytics

Drive business outcomes with industry leading omnichannel interaction analytics that includes AI insights into Sentiment, automatic categorization of topics, pre-defined queries, and advanced visualization and reporting.

AI Routing

Optimize call routing to immediately improve customer satisfaction metrics using Enlighten AI to identify the best attributes to match customers with agents.

Quality Management

Incorporate a next-generation quality management solution that includes pre-built scorecard metrics that allow supervisors to drill into details of agent behaviors in addition to evaluation forms that automatically suggest answers to soft-skill questions.

Performance Management

Boost agent performance using Enlighten AI behavioral models to drive gamification and coaching opportunities.

To learn more about Enlighten AI, visit www.nice.com/ enlighten-ai