NICE inContact CXone
Real-Time Interaction Guidance
Drive customer satisfaction with real-time AI on every call

CXone Real-Time Interaction Guidance uses NICE Enlighten AI to advise agents at point-of-service on critical behaviors scientifically proven to boost customer satisfaction.

Elevate performance of hard-to-train agent soft-skills using Enlighten, the first comprehensive AI framework for customer engagement with out-of-the-box CX-specific models pre-trained on billions of real-life consumer interactions.

Unlike traditional 'after-the-fact' supervisor coaching, CXone Real-Time Interaction Guidance instantly scores agent behaviors that impact customer sentiment and guides agents on the most impactful soft-skill actions to build rapport and influence satisfaction in any topic. Drive CX excellence consistently by evolving how you coach—in real-time, on every call.

Satisfaction in the moment
Boost CX, one contact at a time.
- The industry's first comprehensive AI framework with pre-built AI models purpose-built to dynamically measure sentiment and the most critical agent habits for successful customer engagement—during the service experience
- Boost satisfaction in real-time: Advise agents on behaviors to improve empathy and build rapport
- Be proactive about customer satisfaction: Alert agents of poor habits—*before* it impacts your customer experience metrics

KEY FEATURES

- Real-time behavioral improvement tips embedded in the agent's desktop
- Out-of-the-box NICE Enlighten AI models are pre-trained for customer engagement—no data or AI expertise needed
- Instantly score 100% calls for critical agent behaviors known to improve satisfaction, such as effective questioning & building rapport
- Measure customer sentiment in real-time and provide guidance to agents on behaviors statistically shown to provide the best experience
- Pre-built behavioral coaching to improve customer conversations—independent of topic or industry

BENEFITS

- Improved customer satisfaction metrics: Consistently reach CSAT and NPS targets with real-time guidance on 100% of calls
- Boost customer satisfaction at the point of maximum impact (during the call) with au-to-alerts for speech velocity and crosstalk
- Reduced costs for manual listening and surveys: Eliminate biased assessments and debating individual calls
- Real-time sentiment scoring and pop-up alerts reinforce agents with an 'in-moment' reminder on critical behaviors that influence customer satisfaction
- Enable all agents to 'learn by doing': Encourage good habits for customer engagement, including demonstration of ownership
- Unlock continuous improvement with visual 'in-the-moment' guidance on the most critical soft-skill behaviors for engaging with customers

Guide Agents in Real-Time on Critical Behaviors

Overall Live Sentiment

Alerts & Messages

Live Scores

Alerts & Messages
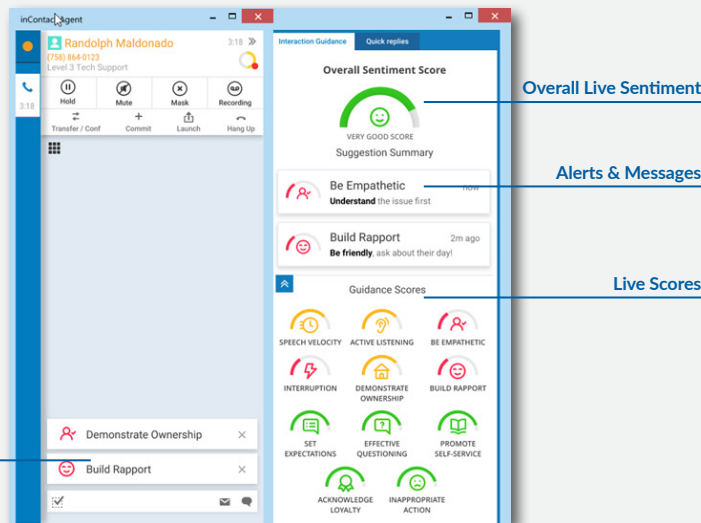
Real-Time Interaction Guidance is embedded in the CXone agent interface—MAX—to guide agent during the call on key behaviors proven to boost customer satisfaction.

Finally, AI that understands people

Power soft-skills proven to drive satisfaction.

- Inform and improve on every call: AI drives real-time CSAT improvements with guidance applicable to all agents, any situation

- Real-time desktop guidance, based on prebuilt NICE Enlighten behavioral models, measures specific agent behaviors scientifically proven to impact satisfaction

- Transform hard-to-train soft-skills—like active listening—without bias, based on real-time measures and AI models uniquely trained to understand customer engagement

- Leverage sophisticated purpose-built sentiment models to objectively monitor specific behaviors—consistently & efficiently—for improved business outcomes

- Drive service excellence consistently & efficiently in any location, even remote environments—no live monitoring or human intervention required

A trusted advisor on every call

Unbiased guidance, just in time.

- Empower contact center agents to be their best on each & every call, no matter where they are, with in-call coaching on effective questioning & setting expectations

- Real-time prompts help agents make small behavior changes that improve the customer satisfaction outcome of an interaction

- Immediate feedback with integrated, easy-to-understand prompts & specific recommendations to steer customer conversations while they're happening

- Faster self-correction: Agents receive immediate feedback that's accurate and unbiased

- Behavioral guidance scores are based on an index and presented in an easy-to-understand grading scale (no guessing what a score means)

NICE Enlighten

Agent behaviors proven to influence customer satisfaction

Acknowledge Loyalty	Inappropriate Action	Promote Self-Service	Effective Questioning	Demonstrate Ownership	Active Listening	Be Empathetic	Build Rapport	Set Expectations

- **Researched**
- **Proven Results**
- **Independent of Topic or Industry**

The first comprehensive AI framework with pre-trained agent behavioral models that score every interaction and **transform subjective (soft skill) behaviors,** decisions and outcomes into data that is:

Consistent | Accurate | Without bias

For every agent and consumer. All with **no human effort.**

Delivering the performance metrics everyone needs and can **trust**.