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 AI for
VULNERABLE
CUSTOMERS

NICE

Enlighten AI for Vulnerable Customers is a complete out-of-the-box solution that objectively identifies vulnerable customers on every voice and digital interaction, ensuring Financial Conduct Authority (FCA) compliance. It enables contact centres to embed the fair treatment of customers into their business processes by giving front-line staff the visibility and guidance they need to respond to a range of characteristics.

The solution includes pre-built compliance and agent AI behavioural models that are derived from 20+ years of industry experience using the most comprehensive and expansive interaction dataset in the world.

KEY BENEFITS

- Achieve regulatory compliance
- Eliminate financial risk
- Protect consumers
- Improve operational efficiency
- Improve customer loyalty

Ensure the Fair Treatment of All Customers

The FCA broadly defines a vulnerable customer as anyone who is susceptible to detriment due to personal circumstances. Organisations that provide financial services to consumers are required by law to have a special protocol for identifying and interacting with vulnerable customers; failure to do so will result in substantial penalties as well as reputational loss.

Contact centres rely on their agents to identify vulnerable customers based on training they have received. But it is difficult to determine the subtle clues of vulnerability because most consumers are not willing to admit or are unaware that they classify as vulnerable. Traditional speech or text analytics tools have low identification accuracy rates because they can't always capture all of the combinations of words and phrases that are used during an interaction to detect the subtle clues that a customer is vulnerable.

Identify Vulnerable Customers with Accuracy

Enlighten AI for Vulnerable Customers is the first comprehensive AI framework that interprets consumer behaviour and consistently and accurately identifies vulnerable customers during all interactions, without manual effort. The solution's pre-built machine-learning AI models identify behavioural patterns in the data that are inaccessible to humans. As a result, organisations can now comply with FCA regulations and deliver exceptional customer care while reducing the cost associated with manual analysis.
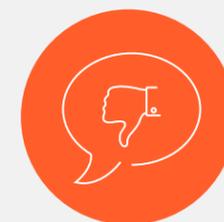
PROTECT YOUR REPUTATION

Turn customers into lifelong advocates in a time of need

COMPLY WITH REGULATIONS

Protect consumers

IMPROVE OPERATIONAL EFFICIENCIES

Identify product or process issues

UNDERSTAND DRIVERS OF CUSTOMER VULNERABILITY

Enlighten AI scores and classifies every interaction based on the FCA drivers of vulnerability, enabling organisations to take action based on the results. The AI models classify vulnerabilities in the following categories:

HEALTH

Both physical and mental health issues covering a wide range of illnesses or health conditions that affect someone's ability to carry out day-to-day tasks.

LIFE EVENTS

Major life events such as bereavement, job loss or relationship breakdown.

RESILIENCE

A low ability to withstand financial or emotional shocks.

CAPABILITY

Low knowledge of financial matters or low confidence in managing money. Other relevant areas include literacy issues or limited digital skills.

53%
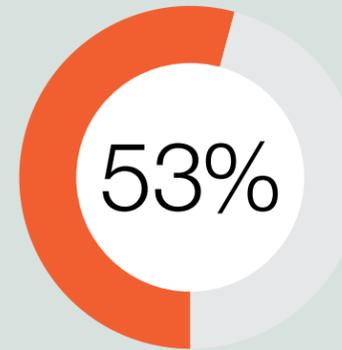
UK adults who qualify as vulnerable, according to the FCA.

Upskill Front-line Employees

Enlighten AI also scores advisor behaviours that directly impact the vulnerable customer, such as active listening, demonstrating empathy and effective questioning. Advisors have their own dashboards and access to their evaluations, recorded interactions, and self-learning tools. This ensures that they receive the guidance they need to drive meaningful conversations with customers who may be vulnerable.

Pre-built dashboards for supervisors provide immediate visibility into who has the highest-or the lowest-vulnerable customer compliance score and which advisor behaviours need evaluation and coaching. Supervisors can also access an aggregated view of their team's compliance and drill down into the performance of individual advisors and recorded interactions. As a result, supervisors spend more time on targeted coaching, with reduced effort and cost.

Take Action in Real-time

Reinforce the coaching delivered to front-line employees by adding Real-Time Interaction Guidance. Easy-to-understand desktop alerts with specific recommendations give advisors immediate feedback on how to steer customer conversations. For example, advisors can be alerted that a customer is classified as "vulnerable" and prompted to transfer the customer to a specialist who can help.