



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.

www.nice.com 

INTRODUCING CXONE MPOWER: The Ultimate CX-Aware AI Offering

NICE



TRANSFORMATIVE NEW OFFERING BRIDGES THE EXPERIENCE PERCEPTION DIVIDE

Organizations have long faced challenges in delivering personalized, fluid experiences due to fragmented systems and data siloes, creating an experience divide between customers' brand perception and internal reality. CXone Mpower, the world's first and only CX-aware AI offering, overcomes these challenges through the complete convergence of the industry-leading CXone platform and Enlighten, the smartest AI purpose-built for CX.

CXone Mpower connects to every touchpoint and application in an organization, achieving full perception. It boasts a continuous Experience Memory based on historical experiences and derived customer preferences. By injecting contextual insights at precise moments across the customer journey and utilizing interconnected data and applications to inform optimal outcomes, it provides unparalleled CX awareness.

THREE HARMONIOUS FORCES TURBOCHARGE PERFORMANCE



Immediate Augmentation

Supercharge employee performance with copilot and automation capabilities powered by continuous CX memory.



Progressive Automation

Enable dynamic skills exchange between employees and AI agents through "skillability" and reverse-prompting.



Fully Autonomous Proactive Service

Transform operational norms with complete awareness to proactively recommend actions, optimize processes, and devise creative solutions.

UNLOCK THE FORCE MULTIPLIER

Effect of CX AI

By supercharging employees, enabling super AI-powered interactions, and infusing actionable insights across the entire organization, CXone Mpower exponentially boosts overall performance, creating a competitive advantage for organizations that embrace it.

KEY BENEFITS OF EXPERIENCE MEMORY

- **360-Degree Customer Insight:** Combines interaction data, metadata, and analytics from the entire CX ecosystem to provide an unparalleled understanding of a customer's history and preferences, driving more impactful and personalized interactions while increasing efficiency.
- **Individualized Memory Graph:** Creates a unique memory graph for each customer, ensuring every interaction is tailored to their specific needs with full context based on a multi-dimensional historical record, ultimately increasing customer satisfaction.
- **Continuous Conversational Sync:** Seamlessly resumes interactions exactly where they left off, regardless of channel or device, enabling asynchronous bot-and-agent-led interactions to understand and address customer needs instantly, reducing customer effort.
- **Adaptive Personalization Engine:** Dynamically determines the optimal next action, response, or activity in real-time based on past performance, leveraging LLMs' deep data memory and the brand's knowledge base to create an evolving, customer-centric interface that increases customer lifetime value.

ACHIEVE IT ALL WITH NICE

Only NICE CXone Mpower delivers these transformative capabilities, powered by our interaction-centric platform that captures 100% of interactions, a rich convergence of best-of-breed applications, and Enlighten AI purpose-built for CX. With NICE CXone Mpower, you gain the competitive edge needed to thrive in today's customer-centric landscape and achieve results that are simply unattainable with any other solution.

Embrace the future of CX and achieve it all with NICE.