CX one Mpower

Your Professional Strategy Guide to A Perfect Customer Service Journey with CXone Mpower

NICE

Setting the Stage

65%.

Why is this number so important? Because 65% of customers who abandon a brand do so because of poor customer service.

That means 6.5 times out of 10, the reason you lost a customer is that your agent didn't do a great job and frustrated the customer. Or your chatbot put your customer on a merry-go-round instead of the fast lane to resolution. Or worse, you didn't even know that your customer was trying to reach you, and after searching in vain, they finally had enough and called it quits.

Any way you slice it, customer service is your business, and customers need the best possible service.

Meet CXone Mpower.

This eBook is your guide to CXone Mpower to help your brand design, build, and operate every element across every CX journey touchpoint. You will learn how CXone Mpower orchestrates seamless workflows, empowers agents and consumers, and breaks down data silos to create the perfect customer service journey.

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The Next Generation of CXone

CXone changed the game by unifying and optimizing CX interactions across all channels—voice, digital messaging, chatbots, and live agents—on one platform. Now, the future of CX requires AI-powered customer service automation. **CXone Mpower rises to the challenge with seamlessly orchestrated CX on a scalable platform, creating a solution suited to meet and exceed the needs of the next generation of customer service.**

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Key Features of CXone Mpower

Unified Platform for All Interactions

CXone Mpower integrates voice, digital messaging, and more into one platform, ensuring consistent, smooth customer interactions across all touchpoints.

AI-Powered Customer Experience

Driven by Enlighten, CXone Mpower provides real-time insights, learning from top agents to improve both self-service and agent-assisted service.

Journey Orchestration and Routing

Customers are guided through personalized journeys, ensuring they are routed to the right channels for a seamless experience.

Digital and Self-Service Experiences

AI-driven conversational tools deliver answers at the right time, enhancing self-service and improving resolution times.

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JUMP TO SECTION

Workforce Engagement Management (WEM)

CXone Mpower provides tools to optimize agent performance, ensuring employees have the support needed to create exceptional customer experiences.

Agent Assist and AI-Driven Insights

Real-time AI guidance helps agents during interactions, while AI-powered automation reduces backend tasks, allowing agents to focus on customers.

CX Analytics

CXone Mpower AI continuously analyzes interactions to uncover trends, root causes, and opportunities for real-time improvement.

Open Cloud Platform

Built on an open, scalable cloud, CXone Mpower integrates easily with other apps and is highly customizable via APIs and no-code tools.

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Why CXone Mpower is Important

01 **Seamless and Consistent CX**
CXone Mpower ensures integrated, personalized interactions across all platforms, reducing friction and enhancing satisfaction.

02 **Simplifies Complex Journeys**
It eliminates the need for legacy systems by consolidating interactions into a single platform, making customer journeys easier to manage.

03 **AI-Driven Efficiency**
AI automation improves response times, enhances agent productivity, and ensures accurate, timely customer service.

04 **Data-Driven Decisions**
Built-in analytics provide insights that help companies continually optimize customer experiences and agent performance.

**05** **Scalable and Customizable**
CXone Mpower's open architecture allows businesses to grow and customize the platform to meet their unique customer service needs.

06 **Improves Operational Efficiency**
By consolidating tools and reducing complexity, CXone Mpower increases operational efficiency while ensuring high security and compliance.

But what makes CXone Mpower so exciting are these three core pillars:
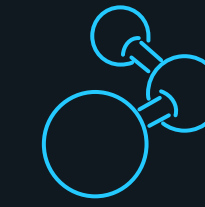
Revolutionize workflows

Supercharge agents in real-time

Unify data and knowledge with AI

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Revolutionizing Workflows
with CXone Mpower

Design All Your Customer Service Workflows in One Place

CXone Mpower offers a centralized platform where you can design and visualize all customer service workflows from end to end. Imagine being able to map out every step of your customer journey, from the first interaction to resolution, in one intuitive space. No more switching between tools or platforms—everything you need to design a flawless experience is at your fingertips.

Break Down Silos Between Customer Service and Back-Office

One of the biggest challenges in customer service is the divide between the front line and back-office operations. CXone Mpower breaks down these silos by integrating both sides into a single workflow, ensuring that customer queries move seamlessly between departments. This means faster response times, more accurate solutions, and fewer customer frustrations. Back-office teams can stay informed about customer service activities and contribute effectively to resolving issues without delays.

Connect End-to-End Workflows Across All Your Customer Service Roles

From customer-facing roles to backend support, CXone Mpower bridges the gaps between teams by connecting all workflowsseamlessly. Whether it's routing a customer query from an agent to a specialist or coordinating hand-offs between customer service and technical support, CXone Mpower ensures smooth transitions. This creates a unified approach that eliminates bottlenecks and improves collaboration, keeping your entire organization on the same page.

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Deploy Faster with Out-of-the-Box Customer Service Workflows

Speed and agility are key in today's market, and CXone Mpower accelerates your ability to implement powerful workflows without starting from scratch. Its out-of-the-box CS (customer service) workflows are pre-configured with best practices built in, meaning you can deploy faster and with greater confidence. These ready-to-use workflows are designed to accommodate a variety of scenarios, reducing the time and complexity involved in setting up your customer service processes.

Continuous Self-Optimizing Workflows Powered by AI-Memory

Staying competitive requires constant innovation, and CXone Mpower ensures your workflows remain at the cutting edge through continuous self-optimization. Powered by AI-memory, the platform learns from past interactions and continually fine-tunes your workflows for maximum efficiency. This means every interaction, whether positive or challenging, helps the system adapt and improve, leading to smarter, faster, and more effective processes. Over time, CXone Mpower refines your workflows based on real-time data, so your team is always ready to deliver exceptional customer experiences.

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Autonomous Proactive Self-Service

CXone Mpower is designed to empower businesses to deliver personalized self-service experiences that resonate with customers. At its core, CXone Mpower utilizes CX-specific AI models to facilitate a customer-led approach, ensuring that interactions are aligned with consumer needs and preferences.

01 **Personalization at scale**
Uses machine learning to analyze customer data and deliver personalized self-service, enhancing engagement and loyalty by understanding individual preferences.

02 **Understanding complex intents**
Employs advanced NLP to accurately comprehend complex customer queries, improving self-service efficiency and reducing the need for human support.

03 **Optimal experiences**
Delivers seamless, contextually relevant interactions across digital channels, boosting customer satisfaction and loyalty with timely, accurate assistance.

04 **Channel and workflow integration**
Integrates smoothly with existing systems, ensuring a consistent, cohesive customer experience across all touchpoints, from chatbots to websites.

05 **Boost in self-service success**
Empowers customers to find solutions independently, increasing satisfaction, loyalty, and advocacy, driving overall business growth.

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Supercharging Agents in Real-Time with CXone Mpower

Orchestrate Both Human and AI Agents in One Place with Bidirectional Learning

CXone Mpower allows businesses to orchestrate both human and AI agents within a single, unified platform. This integrated approach means that human agents and AI bots can work side-by-side, learning from each other in real time. With bidirectional learning, AI agents can observe human decision-making, continuously improving their accuracy and capabilities. Likewise, human agents benefit from the AI's ability to provide real-time suggestions and insights based on historical data and machine learning. This powerful synergy ensures that your team is constantly evolving and getting smarter with every interaction.

Build Sophisticated AI Agents Rapidly and Accurately Based on Historical Interactions

Speed and precision are key when it comes to deploying AI agents, and CXone Mpower makes it easier than ever. Leveraging historical interactions, CXone Mpower allows businesses to rapidly build AI agents that are not only sophisticated but also highly tailored to specific customer service needs. These agents can be trained using past customer interactions, enabling them to handle queries, automate tasks, and provide accurate responses from day one. As they continue to learn from new interactions, their performance only improves, offering increasingly personalized and effective support.

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Boost Employee Productivity with the Most Intuitive Copilot for All CS Roles

CXone Mpower acts as the ultimate copilot for human agents, providing real-time support that boosts productivity across all customer service roles. Whether it's a frontline agent handling a complex customer query or a back-office team member solving a technical issue, CXone Mpower provides contextual insights, recommendations, and even automated responses to streamline the process. This enables human agents to focus on higher-value tasks while reducing time spent on routine or repetitive actions.

Automate Interactions Across Both Voice and Digital Touchpoints

Today's customers expect seamless, omnichannel experiences, and CXone Mpower delivers by automating interactions across both voice and digital channels. Whether your customers prefer to communicate via phone, chat, email, or social media, CXone Mpower ensures they receive consistent, high-quality service. AI-powered agents handle routine queries, while human agents can step in for more complex tasks, allowing for fluid interaction between automated and human support. This integrated approach means you can scale your customer service efforts without compromising on quality.

Optimize Your Human and AI Agents with the Most Comprehensive CS Applications

CXone Mpower provides access to the most comprehensive suite of customer service (CS) applications available, enabling businesses to fully optimize both human and AI agents. From advanced analytics to AI-driven automation tools, CXone Mpower equips your team with everything they need to succeed. This includes predictive analytics that help anticipate customer needs, as well as tools for monitoring and managing both agent performance and customer satisfaction in real time. The platform's adaptability ensures that as your customer service requirements evolve, so do your agents—both human and AI.

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Immediate Agent and Supervisor Augmentation

CXone Mpower is specifically designed to enhance the day-to-day performance of contact center agents, enabling them to provide more personalized, efficient, and customer-centric service. CXone Mpower helps agents manage complex interactions, reduces their cognitive load, and empowers them to focus on what matters most—delivering exceptional customer experiences.

01 Real-time Summaries
Provides instant conversation summaries, helping agents quickly grasp key issues and respond effectively, improving service quality and reducing repetitive tasks.

02 Final Summary
Automatically generates post-interaction summaries, cutting down on wrap-up time and increasing productivity by streamlining record-keeping.

03 Expert Answers
Offers real-time, knowledge-based suggestions, allowing agents to resolve issues faster, reducing handle time, and improving customer satisfaction.

04 Customer Sentiment Analysis
Delivers real-time sentiment data, enabling agents to tailor responses based on customer reactions, driving personalized interactions and increased loyalty.

05 Next-best Statement
AI-generated response suggestions help agents reply quickly and accurately, ensuring faster resolutions and improved customer experiences.

CXone Mpower also provides critical insights and guidance to enhance team performance and drive better decision-making. By automating data analysis and offering targeted recommendations, it enables supervisors to be more proactive and effective leaders.
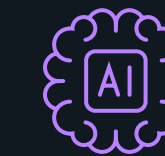
AI-DRIVEN MONITORING
Analyzes interactions, identifying trends and root causes to help supervisors provide targeted support and optimize team performance.
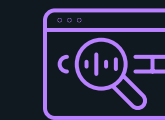
SUPERVISOR ASSISTANT
Offers real-time coaching recommendations during live monitoring, allowing supervisors to give personalized feedback that enhances agent development.

ALERT INSIGHTS
Tracks KPIs and alerts supervisors to emerging trends and performance risks, enabling proactive interventions to maintain team efficiency and service quality.

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Unifying Data & Knowledge with CXone Mpower

Master All Your Data, Knowledge, and AI Models in One Place

Data is only as powerful as your ability to access and use it effectively. CXone Mpower brings all your data, knowledge, and AI models into one centralized hub, giving your business unprecedented control and visibility. Whether it's customer interaction data, agent performance metrics, or AI training models, CXone Mpower's unified platform ensures that everything is accessible, organized, and ready for action. This consolidation allows your teams to unlock the true potential of your data, ensuring that the most relevant and up-to-date information informs every decision.

Protect Your Data with Role-Based Access Control and Powerful Guardrail Management

In today's data-sensitive world, security is paramount. CXone Mpower ensures that your data is protected with sophisticated, role-based access controls. This means that sensitive customer data is only accessible to the right people, reducing the risk of data breaches or misuse. With powerful guardrail management in place, you can maintain strict oversight of who can access, edit, or share information within your organization. These guardrails also ensure compliance with data privacy regulations, providing an extra layer of protection and peace of mind for both your business and your customers.

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Create Personalized Interactions with CS Contextual Insight

In the world of customer service, personalization is the key to creating memorable and meaningful interactions. CXone Mpower enables your team to use data in a more sophisticated way by offering deep, contextual insights into each customer interaction. These insights, powered by AI and historical data, help agents understand not just what the customer is asking but why. By analyzing previous interactions, customer preferences, and behavioral patterns, CXone Mpower helps create highly personalized experiences, ensuring that every customer feels heard and valued.

Inject the Right Data & Knowledge into All Your CX Workflows

Having data is only half the battle—knowing how to use it effectively is where CXone Mpower shines. The platform intelligently injects the right data and knowledge into your customer service workflows, ensuring that agents, AI bots, and back-office teams always have the most relevant information at their fingertips. Whether it's real-time updates, product information, or customer history, CXone Mpower ensures that each step of the workflow is powered by the data it needs to function optimally. This leads to faster resolutions, more accurate responses, and an overall smoother customer journey.

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How CXone Mpower changes the way you interact with data

CXone Mpower utilizes specialized AI models and the latest generative AI technologies to identify automation opportunities and streamline operations, all through an intuitive, conversational interface. By assessing service levels against industry benchmarks, CXone Mpower enables companies to create actionable strategies that accelerate their objectives.

The platform provides fast access to data and insights, allowing businesses to understand how goals are met and pinpoint the best next steps for improvement. With over 20 years of conversational intelligence, CXone Mpower offers real-time analysis of customer interactions, helping organizations quickly identify root causes and take action.

Key Features

- Faster Access to Data and Analytics
- Security, Privacy, and Compliance
- AI-Driven Virtual Assistants (IVAs)
- On-Demand Business Insights
- Root Cause Identification

Benefits

- Improved Self-Service Channels
- Accelerated Time to Value for Automation
- Personalized Insights for Targeted Actions
- Cost Reduction and Efficiency Improvement
- Scalable Automation Delivery

With its ability to deliver real-time, actionable insights and scalable automation, CXone Mpower helps CX leaders make data-driven decisions, improve operational efficiency, and achieve long-term success.

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Conclusion

In conclusion, CXone Mpower is not just a platform—it's the key to transforming your customer service operations. By seamlessly integrating human agents and AI, optimizing workflows, and harnessing real-time data, CXone Mpower enables you to deliver consistent, personalized, and efficient customer experiences that set your brand apart. In today's fast-evolving landscape, meeting customer expectations isn't enough—you need to exceed them, and CXone Mpower is designed to help you do just that.

Now is the time to take action. Empower your team, streamline your operations, and elevate your customer service to new heights with CXone Mpower. Don't let poor customer service be the reason you lose business. Start revolutionizing your customer journeys today—reach out to us for a demo and see how CXone Mpower can drive perfect customer journeys for your brand.

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Glossary of AI Terms

Application Programming Interface (API)
A set of rules and protocols that allows different software applications to communicate and share data with each other, enabling integration and functionality across platforms.

AI Models
Advanced algorithms that learn patterns from large datasets to perform specific tasks, such as classification or prediction, often functioning autonomously once trained.

Conversational AI
AI systems designed to simulate human-like conversations using techniques like natural language processing (NLP) to understand and generate text or speech, often used in chatbots and virtual assistants.

Deep Learning
A specialized area of machine learning that utilizes multi-layered neural networks to analyze complex data. It allows systems to automatically improve their performance as they process more data.

Diffusion Models
A class of generative models that create images by reversing a process that adds noise to images. They gradually refine random noise into coherent images by learning from training data.

Foundation Models
Large-scale AI models that serve as a base for various applications. They are trained on diverse and extensive datasets, making them versatile for tasks like text generation and image creation.

Generative AI
A branch of AI focused on creating new content, such as writing text, generating images, or composing music, based on learned patterns from existing data, often used for creative tasks.

Guardrails
Rules and frameworks implemented in AI systems to ensure responsible use of data, minimize biases, and maintain ethical standards, guiding how data is processed and outputs are generated.

Large Language Model (LLM)
A type of neural network model characterized by a vast number of parameters and extensive pretraining on text data, allowing it to understand and generate human-like text effectively.

Machine Learning (ML)
A subset of AI that enables computers to learn from data patterns and make decisions without being explicitly programmed. It relies on statistical techniques to improve performance over time.

Metadata
Data that provides context and information about other data, such as the source, format, or structure, helping to organize and manage data for analysis and retrieval.

Natural Language Understanding (NLU) / Natural Language Processing (NLP)
Technologies that enable machines to interpret, understand, and respond to human language. NLU focuses on comprehension, while NLP encompasses both understanding and generation of language.

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Glossary of AI Terms

Neural Network / Neural Net
A computing system made up of interconnected nodes (like neurons) that processes data in layers, mimicking the way human brains work to learn and recognize patterns.

Retrieval Augmented Generation (RAG)
A hybrid model that combines retrieval of relevant information from external sources with generative capabilities, improving the accuracy and context of AI-generated outputs.

Small Language Model (SLM)
Language models that have fewer parameters compared to larger models, designed for efficiency and speed in performing specific tasks with lower computational requirements.

Tokens
Units of text, such as words or phrases, that AI models use to analyze language and generate responses. Tokens help break down input data into manageable parts for processing.

Transformers
A type of neural network architecture that improves natural language processing by focusing on the relationships between words in a sentence, enabling better understanding of context and meaning.

Word Vectors
Mathematical representations of words that capture their meanings and relationships in a multi-dimensional space, allowing AI to understand semantic similarities between different words.

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Key CX AI Statistics
Revolutionizing Workflows with CXone Mpower

PERSONALIZATION GAPS

59% of customers cite a lack of personalized experiences as a major issue.

51% highlight no self-service capabilities as a barrier to effective service.

47% feel that companies don't understand their interests or needs.

21% report the absence of digital capabilities as a frustration.

48% of customers would be willing to pay for live agent interactions if they were personalized.

59% say that a lack of personalization negatively impacts their loyalty.

GENERATIONAL DIFFERENCES
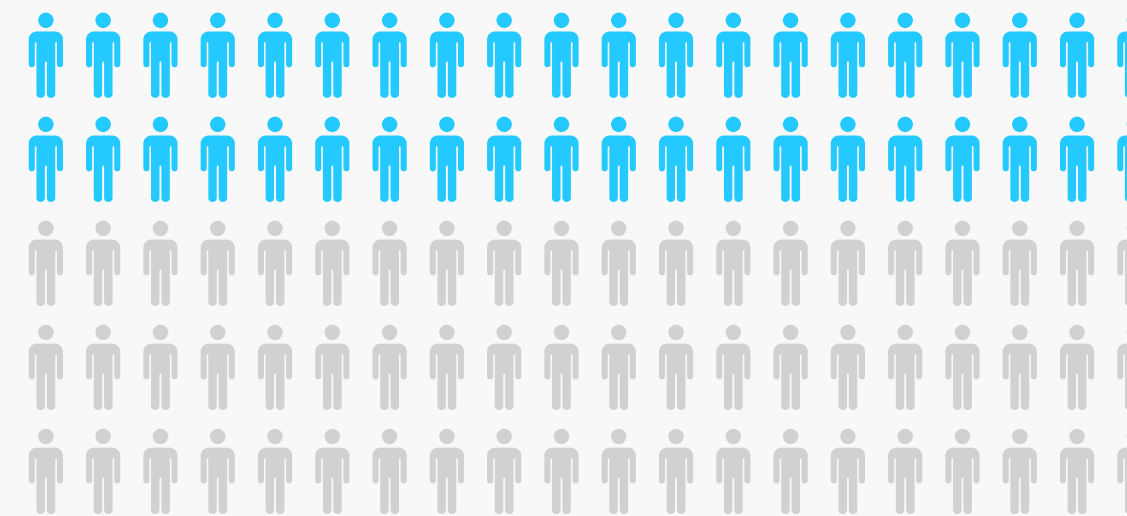
40% of Gen Z customers will abandon a service issue if they can't resolve it on their own.

AI-DRIVEN IMPROVEMENTS

50%+ of CX interactions are now handled via proactive engagement.

41% of interactions resolved by AI without requiring live agent support.

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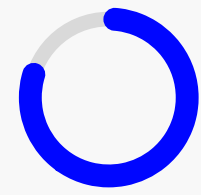
Key CX AI Statistics

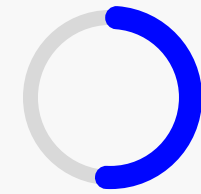## Supercharging Agents in Real-Time with CXone Mpower
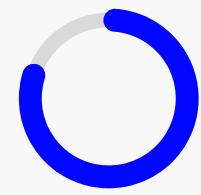
AI IMPACT
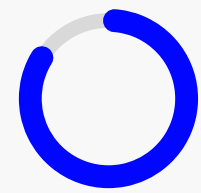
85% of business leaders believe AI will significantly improve customer experiences.

81% of customers want agents to track their interaction history to avoid hold times and provide smoother resolutions.
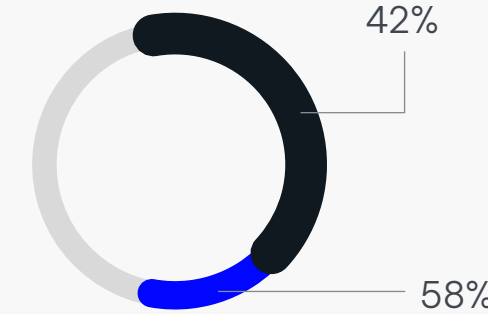
52% of customers get frustrated when agents search for information, signaling a need for faster data retrieval.

81% think that AI will lead to faster problem resolution.

EMPLOYEE & AGENT EXPERIENCE

58% of employees feel that customers take out frustrations on them, while only **42%** of leaders acknowledge this issue.

42%

58%

69% of agents say that their engagement improves when AI chatbots assist with inquiries.

74% of agents need to access 3-8 different applications to retrieve customer information, indicating a need for better integration.

83% of agents want AI to provide real-time assistance when solving problems.

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Key CX AI Statistics
Unifying Data and Knowledge with CXone Mpower

CUSTOMER SERVICE IMPACT
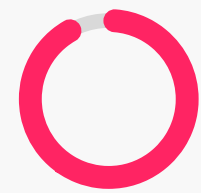
93% of respondents believe that each customer service interaction significantly affects a customer's overall experience.

AI'S POTENTIAL

73% recognize the potential of AI to improve customer service.

ROI ON AI

71% of organizations using AI-powered customer service tools report that the benefits justify the investment.

AI'S BUSINESS IMPACT

5.3x greater YoY improvement (decrease) in service costs for organizations utilizing AI.

Nearly 2hrs saved per week by supervisors using AI for scheduling and capacity planning.
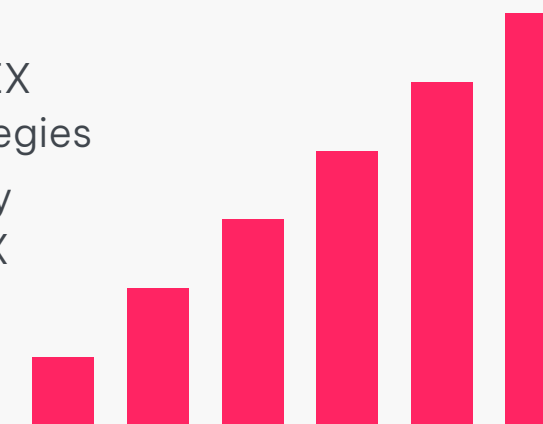
CX & EX SYNERGY

Organizations with both CX (Customer Experience) and EX (Employee Experience) strategies are **almost 6x** more likely to achieve promoter-level CX performance, as measured by Net Promoter Score (NPS).

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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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