INFO~TECH
RESEARCH GROUP

NICE Case Study

How AI is used to deliver effective customer experiences.

Case Study Participants

Vendor

Elizabeth Tobey
Head of Marketing, Digital & AI
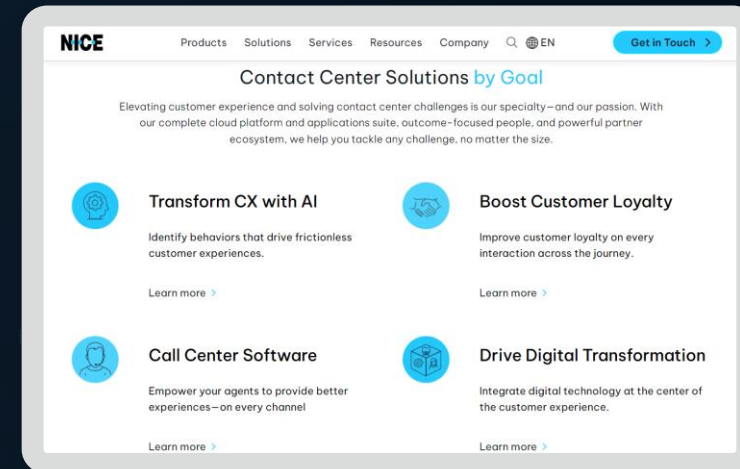NICE Ltd

Aaron Rice
GM CXone Expert
NICE Ltd

NICE

Clients

SONY

SEVERN TRENT

Vera Bradley

HSBC

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"I feel like NICE wants to make us a better version of ourselves. And there aren't a lot of other companies that really invest in thought leadership, especially around how AI will forever change the face of the contact center."

– Susan Campbell, Director of Customer Experience, Vera Bradley

Challenge: Many organizations struggle to efficiently manage customer engagement, compliance, and workforce productivity. This leads to inconsistent service and operational inefficiencies.

Solution: NICE provides advanced analytics and automation tools tailored for contact centers, compliance, and workforce management.

Result: By leveraging AI-driven analytics, automation, and cloud technologies, NICE enables businesses to significantly boost customer satisfaction, improve operational efficiency, and reduce costs through smarter, data-driven decision-making.

Case at a glance

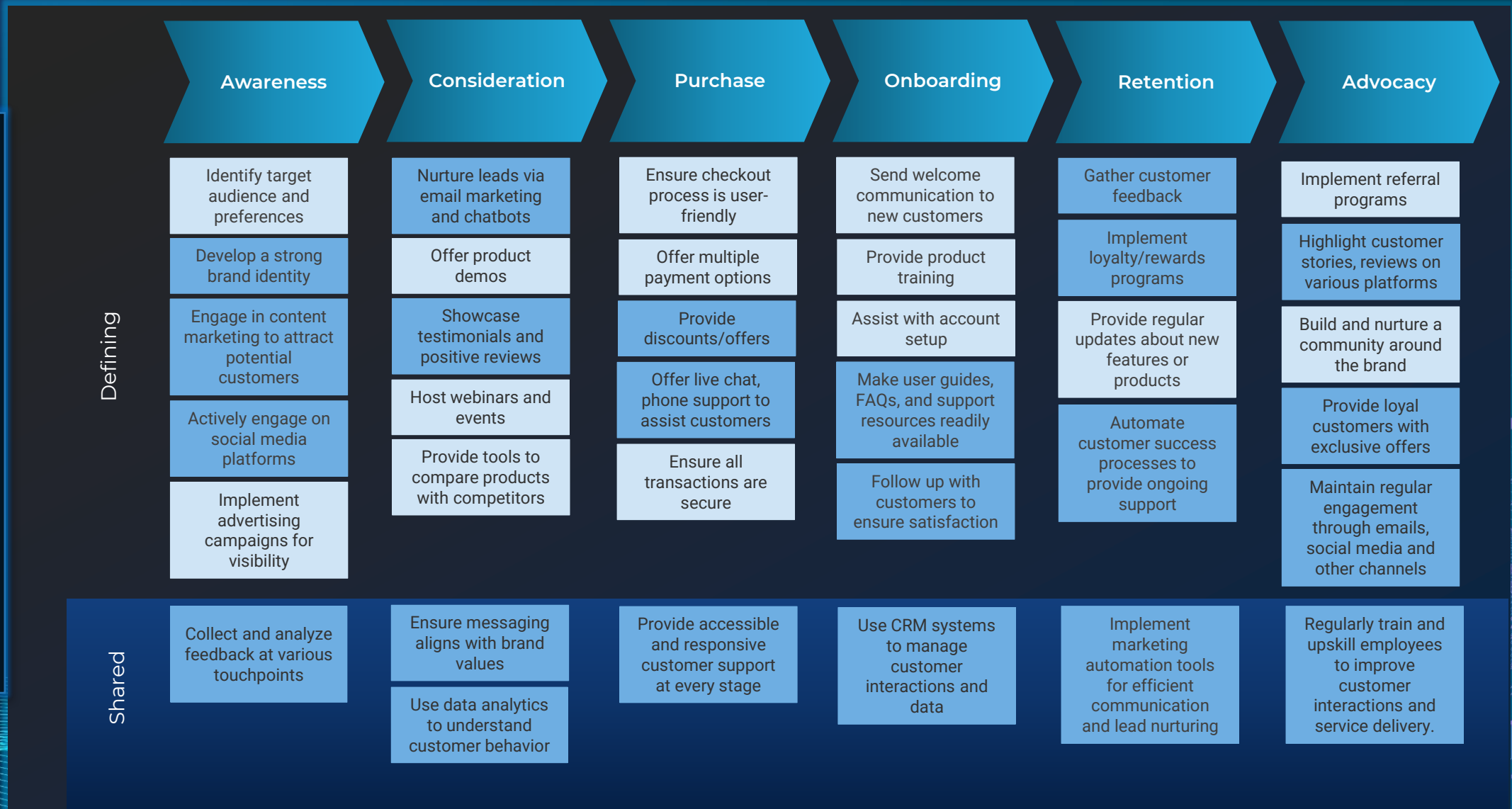10/10 client NPS

Easy-to-use platform

Improved customer satisfaction

Customer experience (CX) is a key part of the customer lifecycle

The business capability map for Customer Experience identifies the functions that enable value creation.

These capabilities will inform candidates of opportunities for AI to enhance value.

	Awareness	Consideration	Purchase	Onboarding	Retention	Advocacy
Defining	Identify target audience and preferences	Nurture leads via email marketing and chatbots	Ensure checkout process is user-friendly	Send welcome communication to new customers	Gather customer feedback	Implement referral programs
	Develop a strong brand identity	Offer product demos	Offer multiple payment options	Provide product training	Implement loyalty/rewards programs	Highlight customer stories, reviews on various platforms
	Engage in content marketing to attract potential customers	Showcase testimonials and positive reviews	Provide discounts/offers	Assist with account setup	Provide regular updates about new features or products	Build and nurture a community around the brand
	Actively engage on social media platforms	Host webinars and events	Offer live chat, phone support to assist customers	Make user guides, FAQs, and support resources readily available	Automate customer success processes to provide ongoing support	Provide loyal customers with exclusive offers
	Implement advertising campaigns for visibility	Provide tools to compare products with competitors	Ensure all transactions are secure	Follow up with customers to ensure satisfaction		Maintain regular engagement through emails, social media and other channels
Shared	Collect and analyze feedback at various touchpoints	Ensure messaging aligns with brand values	Provide accessible and responsive customer support at every stage	Use CRM systems to manage customer interactions and data	Implement marketing automation tools for efficient communication and lead nurturing	Regularly train and upskill employees to improve customer interactions and service delivery.
		Use data analytics to understand customer behavior				

The current state of customer experience is rife with challenges

Technological	Organizational	Customer-Centric	Market Dynamics
Large volumes of customer data need to be managed and analyzed.	Misaligned goals across teams cause inconsistent customer experiences.	Diverse customer needs make it difficult to tailor experiences.	Constantly emerging competitors make customer retention tough.
Siloed systems need to be unified to provide a complete customer view.	Resistance to new strategies and systems slows down progress.	Customers demand seamless, instant interactions across channels.	Fluctuating economies affect customer spending and engagement.
Ensuring data protection is crucial amid rising cyber threats and strict regulations.	Limited budgets and resources hinder investment in necessary tools and training.	Customer feedback needs to be turned into actionable improvements.	Engaging a global audience requires adapting to varied cultural norms.

Opportunity to optimize

The use cases for NICE – here is why teams need assistance with customer engagement

1. Customer Interaction Automation

   - NICE automates repetitive customer service tasks such as call routing, data entry, and after-call work. NICE CXone includes intelligent routing and AI-powered self-service options like chatbots and virtual agents.

2. Workforce Engagement

   - NICE's WFM solution optimizes employee scheduling and workload balancing. It also offers self-service tools, allowing employees to easily manage their schedules and swap shifts, increasing flexibility and job satisfaction.

3. Interaction Analytics

   - NICE helps with interaction analytics by using AI-driven tools, like NICE Nexidia Analytics, to analyze customer interactions across multiple channels (voice, chat, social) in real time, identifying key trends, sentiments, and behaviors.

4. Compliance and Fraud Prevention

   - NICE provides compliance monitoring and fraud detection solutions for regulated industries, helping businesses ensure adherence to industry standards and detect suspicious activities in real time.

What is a use case?

- Use cases represent the list of tasks that stakeholders can perform and are directly related to the requirements of the business process.

- Use cases are performed in support of a given business capability.

- Prioritizing your list of use cases is a critical step in any AI-related implementation.

NICE uses a combination of AI types

1. Voice Recognition AI
   - For recognizing and interpreting human speech.

2. Generative AI
   - For generating text and content based on large data sets, including proprietary models like Enlighten, which is trained on CX-specific data.

3. Predictive Models
   - Historical or traditional AI models used for pattern recognition, extrapolation, and predictive modeling.

4. Natural Language Processing (NLP)
   - For interpreting and processing human language in a way that computers can understand.

Types of AI

- Classification-based AI: Categorizes data into predefined classes. Examples include sentiment analysis and image recognition.

- Generative AI: Produces new data that is similar to existing data, often with an element of creativity. Examples include text and image generation.

The business case for NICE is quite compelling

"Working with NICE, we've achieved the best customer satisfaction ratings that we've ever seen."
- Roger Brewer, Director of Service Tools and Technology, Sony

LOW TCO

- The pricing structure is designed to be flexible, allowing businesses to scale their use of NICE according to their needs.
- NICE also offers a comprehensive suite called CXone Mpower, which includes all of its flagship products and AI models.

REDUCED COST

- Reduces total agent handling time by 23.5 hours per week.
- 50% reduction in resource cost to process voluntary time-off schedule changes.
- 66% in time savings on chats resolved.

ENHANCED CUSTOMER EXPERIENCE

- 40% increase in customer satisfaction by quickly addressing issues and personalizing interactions.
- NICE enhances customer experience by offering proactive engagement and real-time analytics, allowing businesses to deliver personalized and seamless customer experiences across multiple channels.

Payback Tier	ROI
3 months or less	1,000%+
1 year	250%
3 years	20%
5+ years	0%
No payback	
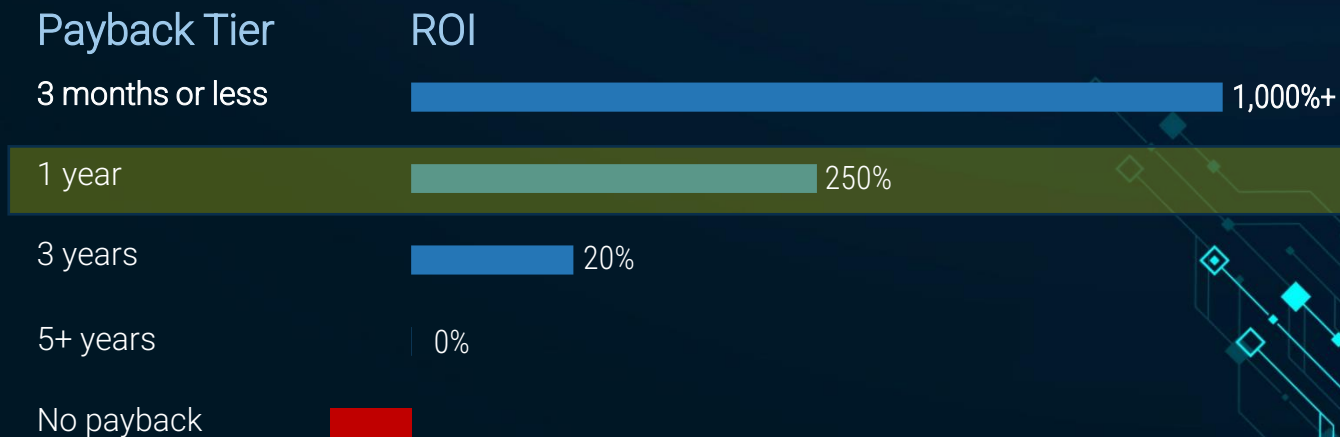
NICE is a no-brainer from an ROI perspective.

NICE value drivers

A high value-add solution with no apparent risks or downsides

Value drivers

Operational efficiency

NICE improves operational efficiency by automating key processes like workforce management and customer interaction routing, reducing manual tasks, and increasing productivity.

Business growth

By enhancing customer experiences through AI-driven analytics and personalized interactions, NICE helps companies build customer loyalty and increase conversion rates.

Customer experience

NICE elevates customer experience by providing real-time insights into customer behavior, enabling organizations to tailor interactions based on sentiment and preferences.
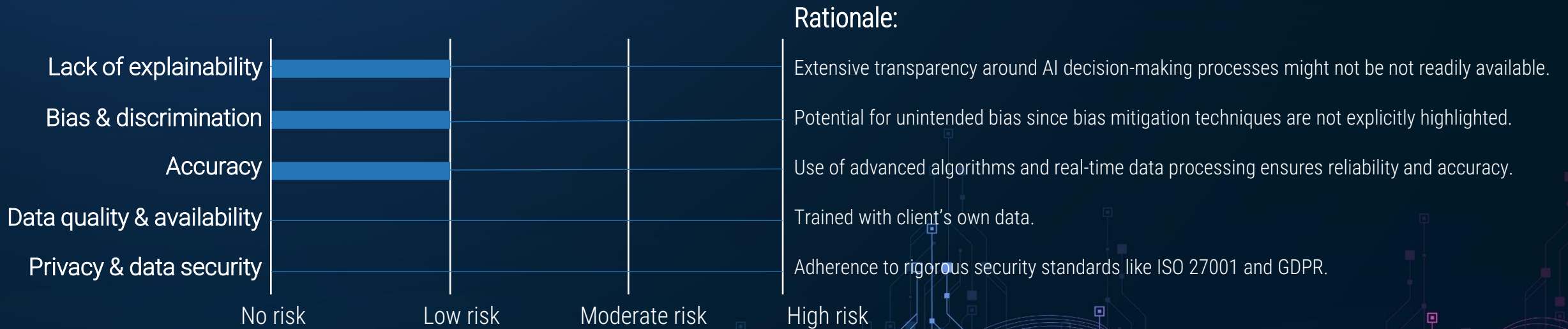
Employee experience

NICE's workforce management tools enhance employee engagement by offering flexible scheduling, real-time performance feedback, and gamification. These features empower employees and reduce burnout.
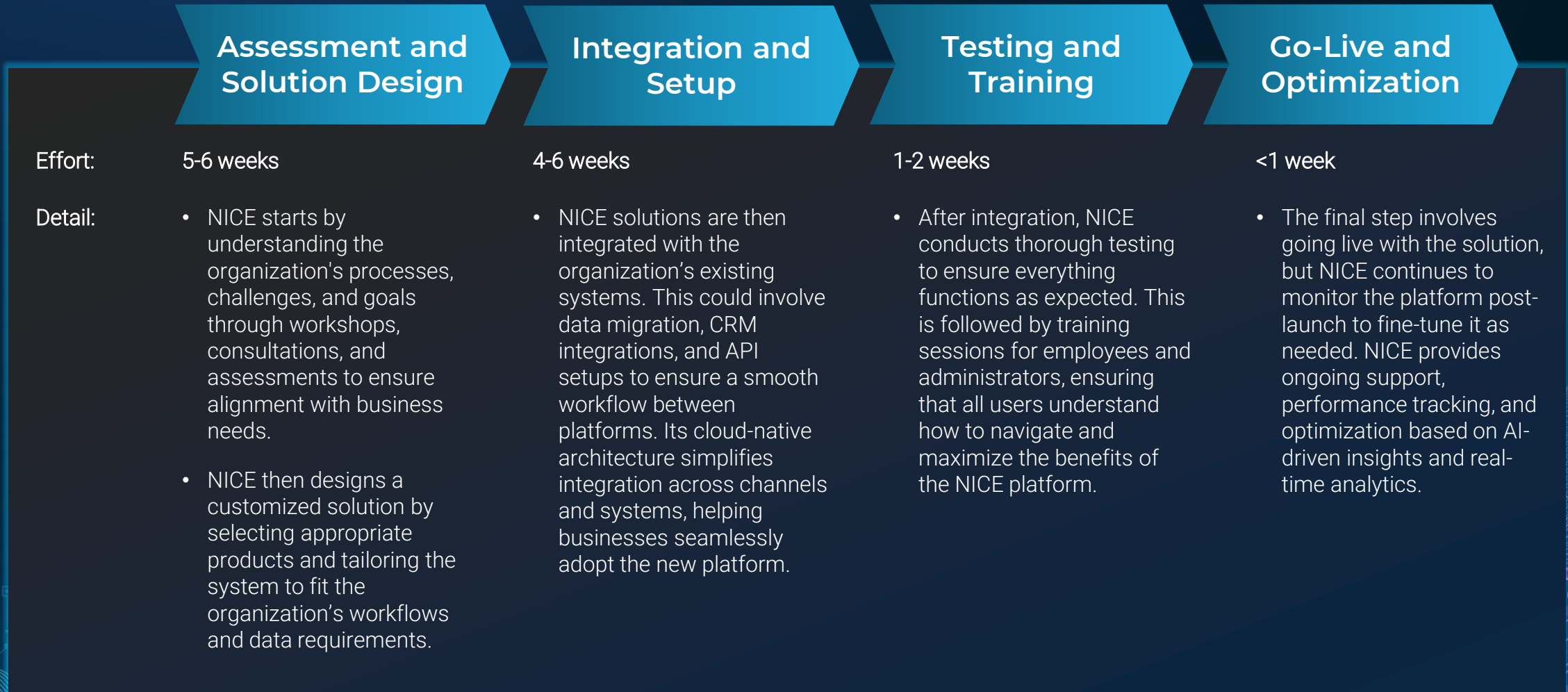
Risk and resilience
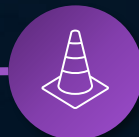
NICE automates compliance monitoring, fraud detection, and regulatory adherence. Its solutions ensure organizations can quickly identify and respond to risks, maintaining operational continuity and security.

NICE involves a relatively low level of risk

	No risk	Low risk	Moderate risk	High risk	Rationale:
Lack of explainability					Extensive transparency around AI decision-making processes might not be not readily available.
Bias & discrimination					Potential for unintended bias since bias mitigation techniques are not explicitly highlighted.
Accuracy					Use of advanced algorithms and real-time data processing ensures reliability and accuracy.
Data quality & availability					Trained with client's own data.
Privacy & data security					Adherence to rigorous security standards like ISO 27001 and GDPR.

Little effort is required to implement NICE successfully

	Assessment and Solution Design	Integration and Setup	Testing and Training	Go-Live and Optimization
Effort:	5-6 weeks	4-6 weeks	1-2 weeks	<1 week
Detail:	• NICE starts by understanding the organization's processes, challenges, and goals through workshops, consultations, and assessments to ensure alignment with business needs. • NICE then designs a customized solution by selecting appropriate products and tailoring the system to fit the organization's workflows and data requirements.	• NICE solutions are then integrated with the organization's existing systems. This could involve data migration, CRM integrations, and API setups to ensure a smooth workflow between platforms. Its cloud-native architecture simplifies integration across channels and systems, helping businesses seamlessly adopt the new platform.	• After integration, NICE conducts thorough testing to ensure everything functions as expected. This is followed by training sessions for employees and administrators, ensuring that all users understand how to navigate and maximize the benefits of the NICE platform.	• The final step involves going live with the solution, but NICE continues to monitor the platform post-launch to fine-tune it as needed. NICE provides ongoing support, performance tracking, and optimization based on AI-driven insights and real-time analytics.

NICE appeals to a broad array of users

Organization Type	Rating
Small Enterprise	◔
Medium-Sized Enterprise	●
Large Enterprise	●

User Segment	Rating
Customer Support Teams	●
Marketing Teams	●
Operations Teams	●

NICE is well positioned on the risk/return index

● Organization-Wide Process

Return

Massive

Modest

Rampant   Mitigated

Risk

NICE for
customer experience
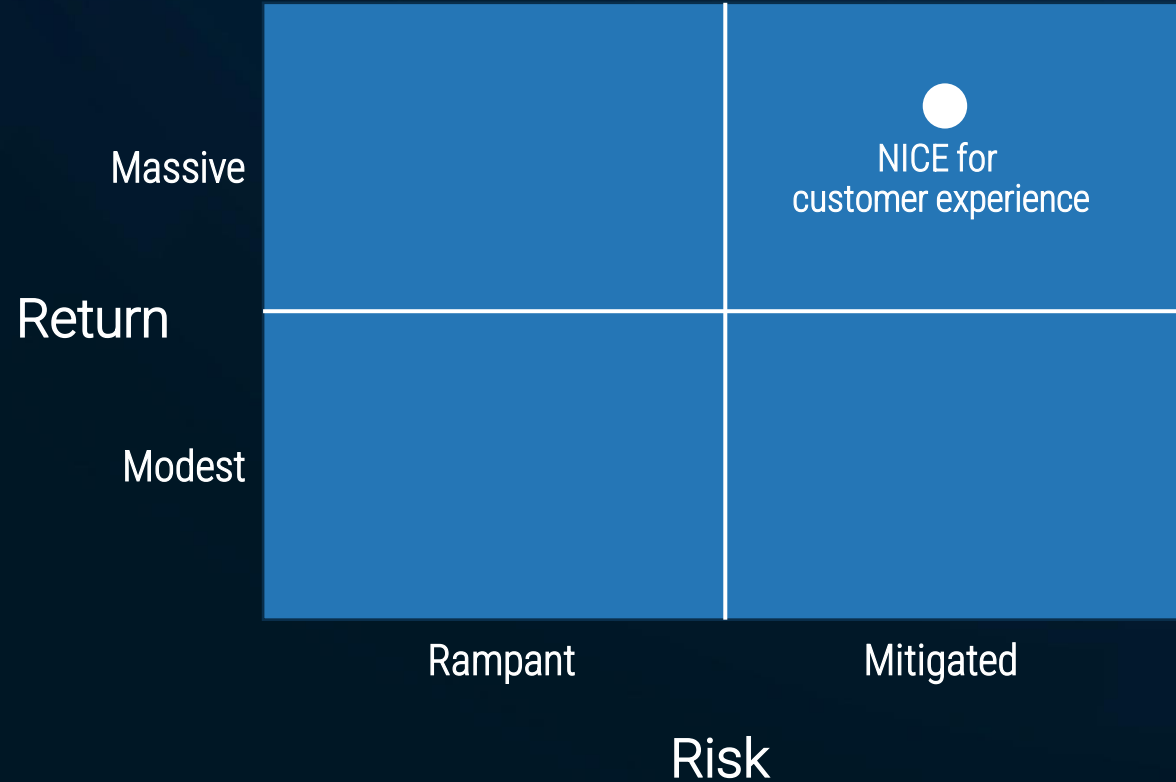
Rationale:

- AI in customer experience improves customer retention and win-back.

- Human supervision after initial output generation eliminates any significant risk.

NICE is easily validated to ensure that the success criteria are met

Actionable insights
- ✓ Tool proves insights into customer interactions.

Efficiency
- ✓ Streamlines repetitive tasks.

Cost Efficiency
- ✓ Saves operational costs by automating customer interactions.

Here are the **selection process** steps for applications like NICE.

Please refer to *The Rapid Application Selection Framework* and *Select Your Generative AI Vendor* for more best practices.

1. Review the Vendor Landscape

- There are relatively few vendors who provide equivalent services to NICE.

- Other tools to review are Genesys and Five9.

- Ensure any competitors are equally committed to customer experience.

2. Confirm Key Features

- Ability to analyze customer interactions across multiple channels, providing real-time insights into customer sentiment, behavior, and trends.

- Ability to automate scheduling, forecasting, and performance monitoring.
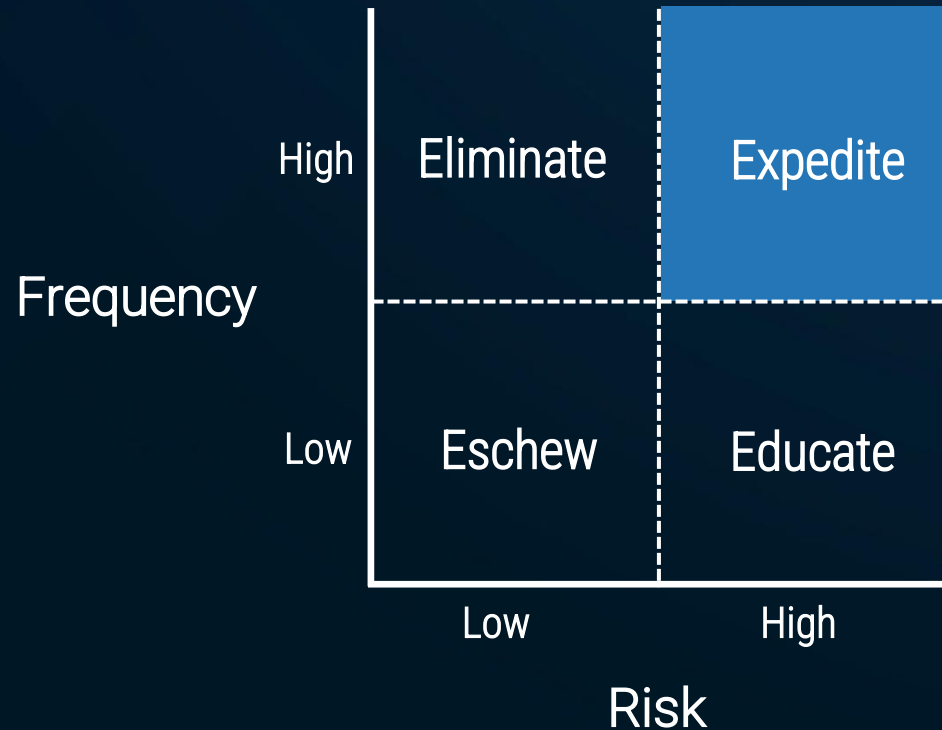
3. Validate the Capabilities

- NICE is easily validated through a trial or proof of value.

- This is because there is virtually no cost for implementation.

- Be sure to validate by working with different features of NICE.

Use NICE to accelerate high-risk, high-frequency customer experience

Roles of AI

Frequency

	Low	High
High	Eliminate	Expedite
Low	Eschew	Educate

Risk

- NICE offers a comprehensive set of features designed to automate customer experience.

- NICE greatly reduces the cost and amount of time required to close tickets but still requires human intervention to fine-tune the results.

Info-Tech AI

Bottom line:

NICE is a recommended AI solution for a full-service customer experience, especially for medium and large enterprises.