Datasheet

CXone Mpower Proactive AI Agent

Get ahead of your customers' needs

Wouldn't it be NiCE to anticipate and resolve your customers' issues before they even know they have an issue? With CXone Mpower Proactive AI Agent, you can. It helps you see when, how, and why to reach out to customers based on key business triggers and automatically does so using multiple channels. After confirming the customer's needs, it takes action, guiding them to the best outcome.

Getting started with Proactive AI Agent is easy. With over 30 industry-specific agents available on the CXone Mpower platform, you'll start experiencing results right away.

Get ahead of customer needs. Save money on operational costs associated with fixing reactive issues. Create loyal, valuable customers for life.

True, dedicated proactivity

Intelligent and targeted customer need fulfillment

- Engages each customer in a single, continuous conversation throughout their journey.
- Enables customers to effortlessly resolve needs on the channel and in the timeframe of their choice.
- Removes assumptions, saving time and effort by understanding customer needs.
- Aligns customer context and business objectives for optimal business outcomes.
- AI-powered intelligence triggered by key business data.

Multi-industry expertise, multi-channel engagement

ROI, at scale, safely and securely

- Applies guardrails to prevent over- and miscommunication.
- Ensures full compliance.
- Collects and formats all data back into client systems, keeping customer records fully up-to-date.
- Single configuration that covers all digital channels, business rules, and workflows for faster time to value and consistent customer engagement.
- 30+ agents available out-of-the box, with easy and powerful configuration options.

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Key features

- **Context**
  Analyzes data sources to identify when a new proactive engagement should begin, or how an existing one should be changed.
- **Understanding**
  Manages millions of simultaneous customer journeys with multiple actors, to ensure that customer requirements are fully understood.
- **Automation**
  Always takes actions on customer's behalf within client systems.

Benefits

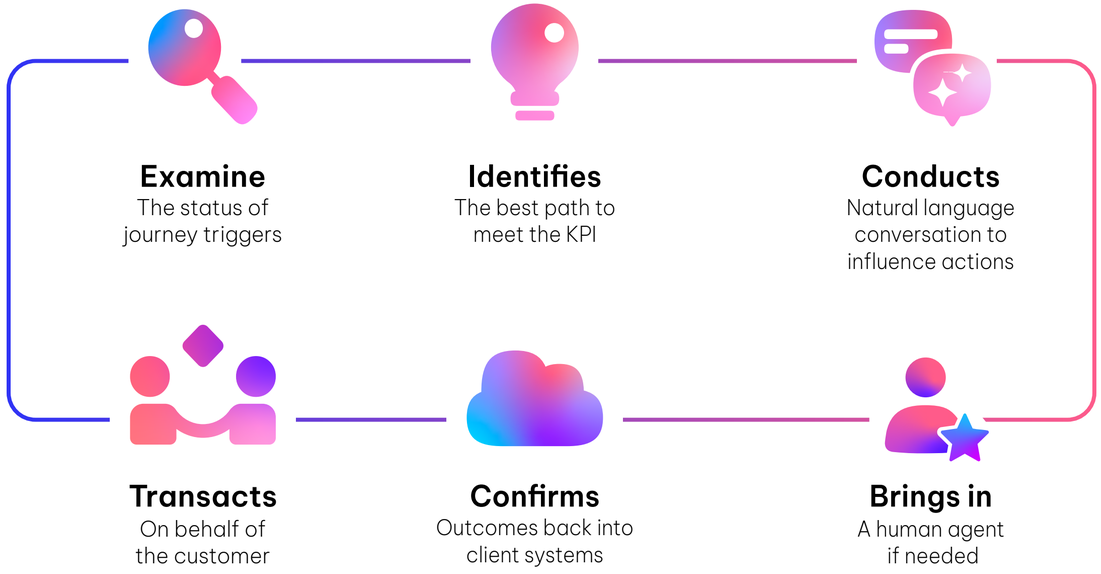
- Decrease operational costs.
- Minimize customer effort and friction.
- Increase retention, upsells, and lifetime value.
- Decrease call center volume.
- Increase employee satisfaction.

Proactive dynamic workflow automation

Across days, weeks, months, or years

- Dynamically adapts each individual customer conversation towards achieving specific business outcomes.
- Automates multi-channel journeys, including extended interactions across any time frame.
- Contains over 90% of interactions, eliminating low-value call-center activity.
- Facilitates intelligent handoffs to human agents when needed, for high-value activities.
- Removes operational calls from call-centers allowing human agents time to focus on true value- add engagement.

Proactive AI agent automates customers journeys



30+ Proactive AI Agents available out of the box, across industry sectors.

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About NiCE

NiCE is transforming the world with AI that puts people first. Our purpose-built AI-powered platforms automate engagements into proactive, safe, intelligent actions, empowering individuals and organizations to innovate and act, from interaction to resolution. Trusted by organizations throughout 150+ countries worldwide, NiCE's platforms are widely adopted across industries connecting people, systems, and workflows to work smarter at scale, elevating performance across the organization, delivering proven measurable outcomes.

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