

# CXone Mpower Orchestrator

Automate front to back office and create NiCE workflows.



## Smarter workflows. Better experiences. Powered by AI.

Meet NiCE CXone Mpower Orchestrator, the first intelligent command center for customer service. With Orchestrator, you can analyze, unify, optimize, and automate workflows across your company. Traditional analytics and automation tools work in silos—creating new problems for your enterprise. Orchestrator, on the other hand, takes a holistic approach, giving you real-time visibility into work and one place to manage workflows, end-to-end. The result? Streamlined operations, lower costs, and exceptional customer experiences.

Fixing customer issues quickly is hard, especially when you're trying to connect the dots between data, applications, and cross-functional teams. Let's face it, if you have a broken process in shipping or billing, your front office can't overcome that issue and your brand suffers. What if your customer service workflows connected your front office, mid-office and back-office instantly providing faster resolution?

Every organization, big or small, uses a bunch of different systems and data integrations to handle workflows from start to finish. CCaaS, ERP, logistics, ticketing, ordering, inventory management, CRM--and the list goes on. Each of those systems plays an important role in executing tasks that make up workflow processes. As a leader

in interaction management, NiCE excels at handling complexities far beyond the contact center applying the same intelligence and automation that support seamless customer engagements to the execution of front, middle and back-office processes.

The CXone Mpower platform continues to revolutionize customer experience (CX) by facilitating end-to-end workflow processing through Orchestrator. CXone Mpower is the powerhouse of mastering complex interactions, and Orchestrator is the command center expanding that proven expertise into managing workflows; breaking down silos unifying data and applications and ultimately - redefining CX.

## Understand and improve processes

Increase visibility throughout your organization to proactively make change to drive cost efficiency.

- Gain real-time visibility into key metrics, including interaction volumes, customer effort scores, automation success rates, or any customized metric.
- Reduce collaboration gaps that slow workflows down by removing cross-functional obstacles and getting a complete view of end-to-end workflow tasks and processes.
- Leverage AI models that are purpose-built for CX to detect patterns and proactively identify optimization opportunities.

## Benefits

- **Empowers** non-technical users to implement workflow optimizations through conversational AI and no code tools.
- **Elevate Customer Experience** - Easily identify and remediate bottlenecks in workflows to align CX with customer needs and enhance issue resolution.
- **Operational Efficiency** - Alleviate frustration and reduce costs caused by siloed, disparate systems. Integrate workflows from your front office to back office while consistently and proactively improving every element of these tasks and processes, ensuring rapid, predictable and automated outcomes for all teams.
- **Enhanced Outcomes** through AI-Utilize predictive AI to drive efficiency in automating workflows, continuously improving service delivery.
- **Real-Time Processing** - Improve customer experience by optimizing workflows in real time, minimizing risk, and increasing service transparency.
- **Comprehensive Touchpoint Analysis and Improvement** - Ensure realtime oversight across all customer experiences. Orchestrator intelligently automates, manages and executes every step, enhancing the overall customer experience by integrating mid-office and back-office workflows.



- By understanding when and how to enhance employee and bot performance, Orchestrator identifies the right knowledge assets and automation tools to optimize every service workflow.

## Manage workflows across your company with ease

Orchestrator reduces handle time and ensures seamless service delivery.

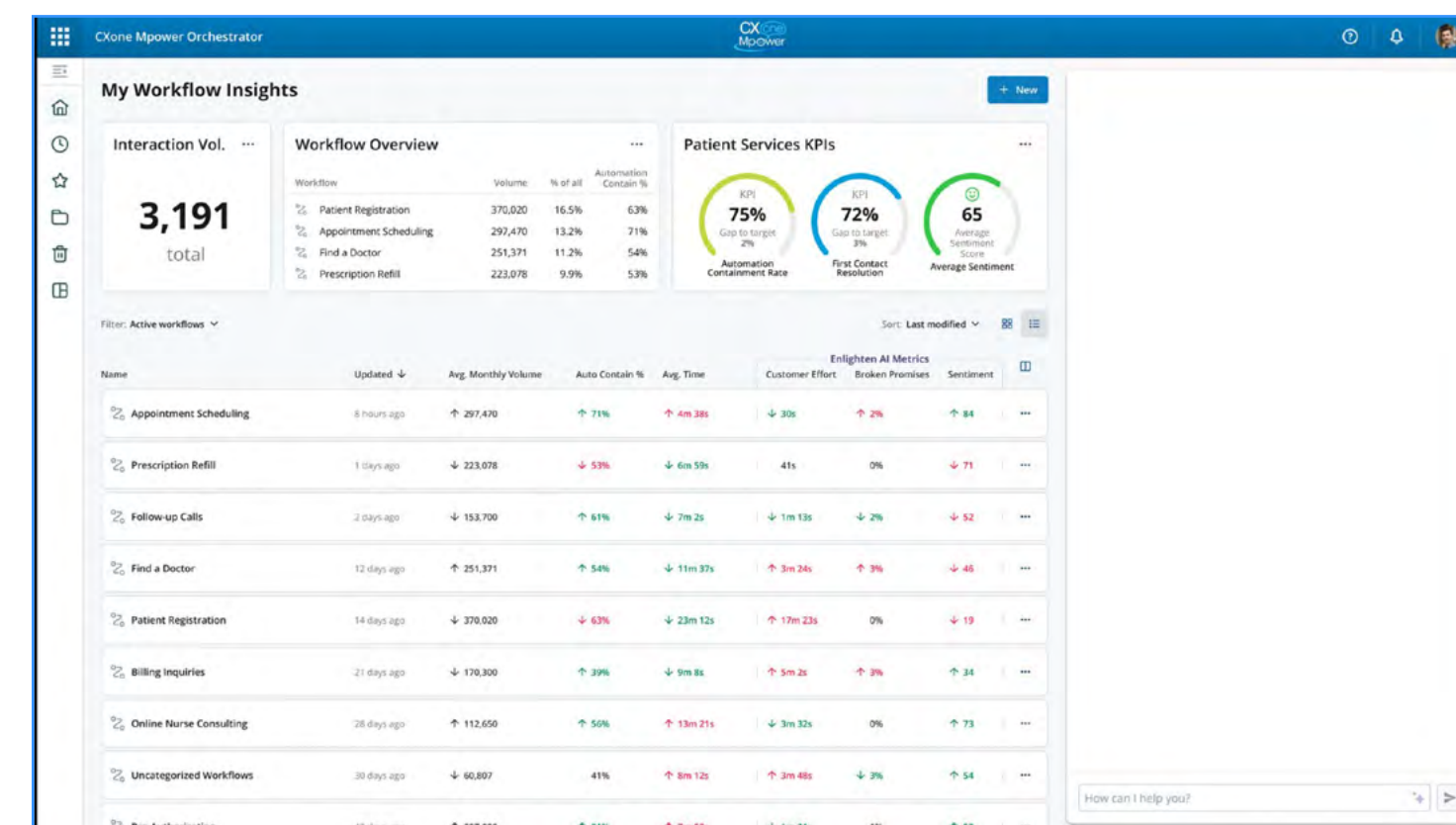
- Unifies front, mid and back-office operations by connecting customer service workflows across the enterprise; unifying cross-functional departments, virtual and live agents, selfservice, and third-party systems, eliminating silos
- Automates tasks end-to-end from initial customer inquiry from any entry point to resolution, reducing inefficiencies and manual task execution
- Proactively recommends optimizations with AI-driven insights that detects bottlenecks and suggest real-time workflow improvements
- Know the immediate impact of changes with advanced simulation capabilities that model results before implementation.

## Unify every step, from start to resolution

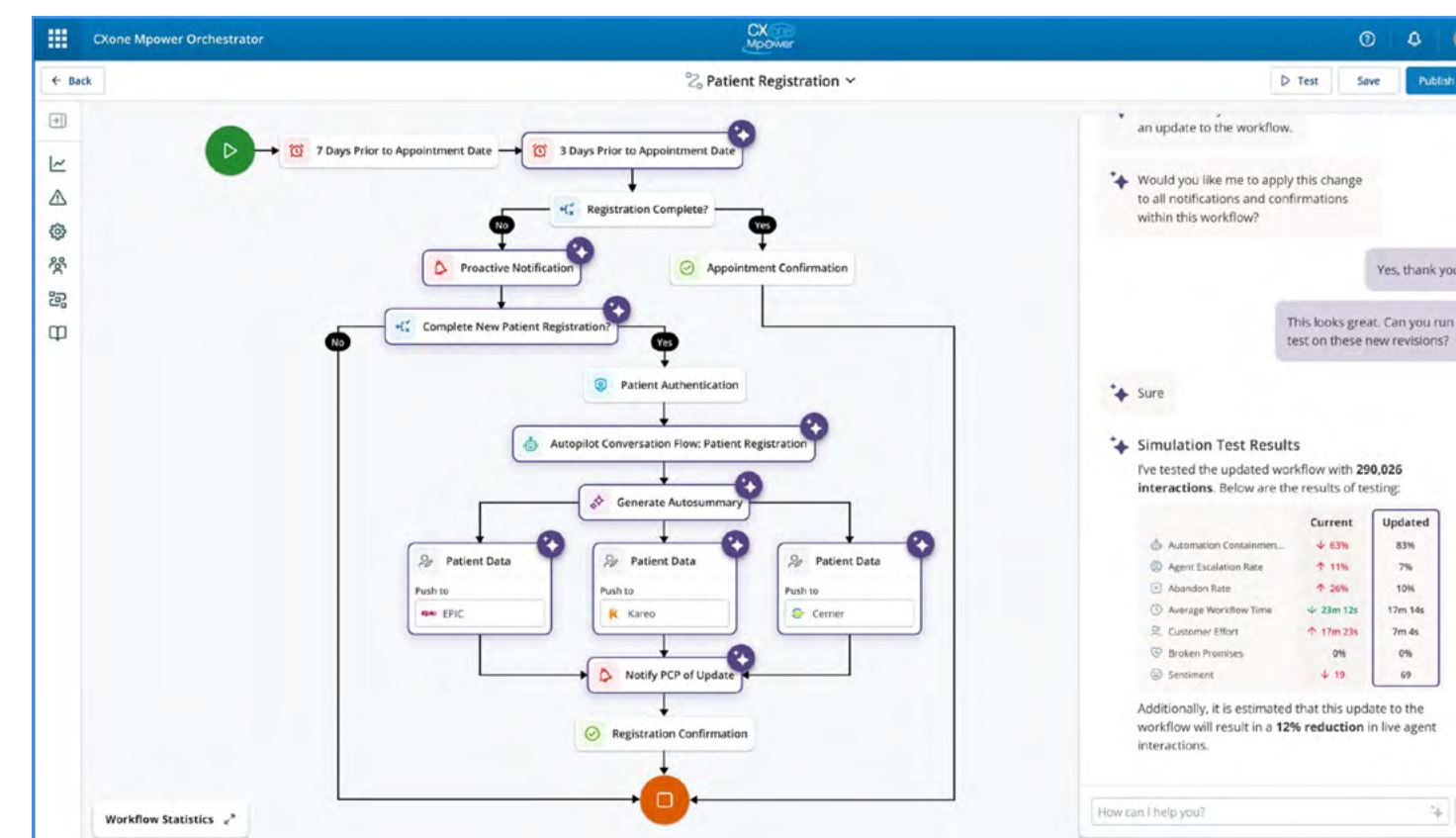
Generic process automation tools often neglect touchpoints that are necessary to complete an end-to-end analysis needed to drive improvement. As part of the CXone Mpower platform, Orchestrator brings significant AI capabilities that connect and learn with the multitude of applications that are part of your customer-service landscape. Orchestrator eliminates silos caused by disparate systems allowing the broad application landscape to seamlessly and efficiently execute workflows, from engagement to resolution.

- Orchestrator integrates and automates workflows across the entire organization such as ERP, CRM, fulfillment, ticketing and more with a unified approach that simplifies operations and enhances efficiency.
- As a proven leader in managing complex interactions, CXone Mpower ensures seamless customer engagement. Orchestrator extends this expertise to the workflows that underpin every interaction ensuring no detail is overlooked from end-to-end.
- Orchestrator leverages agentic AI to manage every aspect of all touchpoints and intents across the workflow, ensuring cohesive predictable and expedient

## Orchestrator presents insights and metrics for workflow volumes, automation containment, and more.



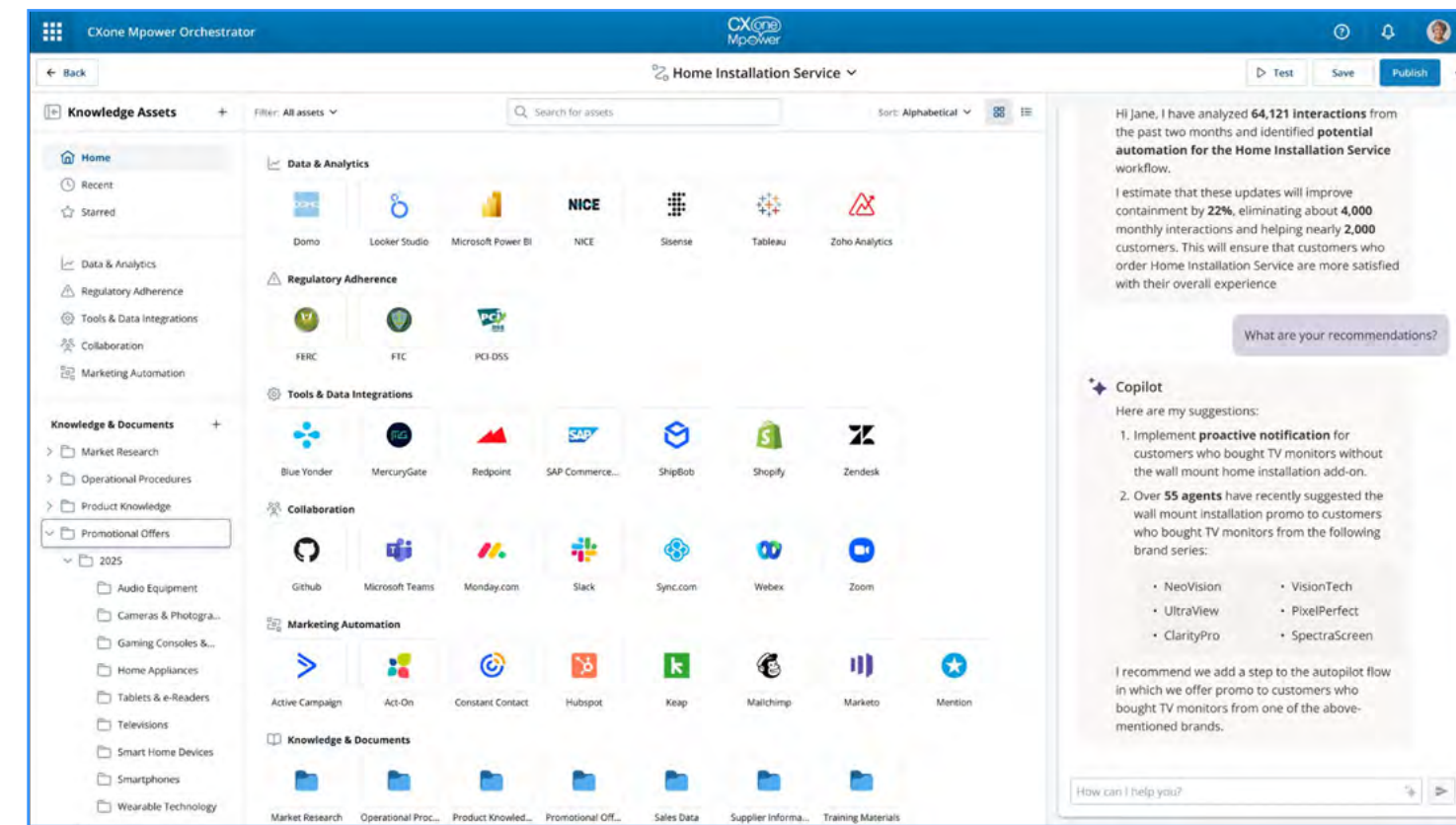
## Orchestrator tests the suggested optimizations and uses predictive AI to see the expected impact on workflow KPIs.



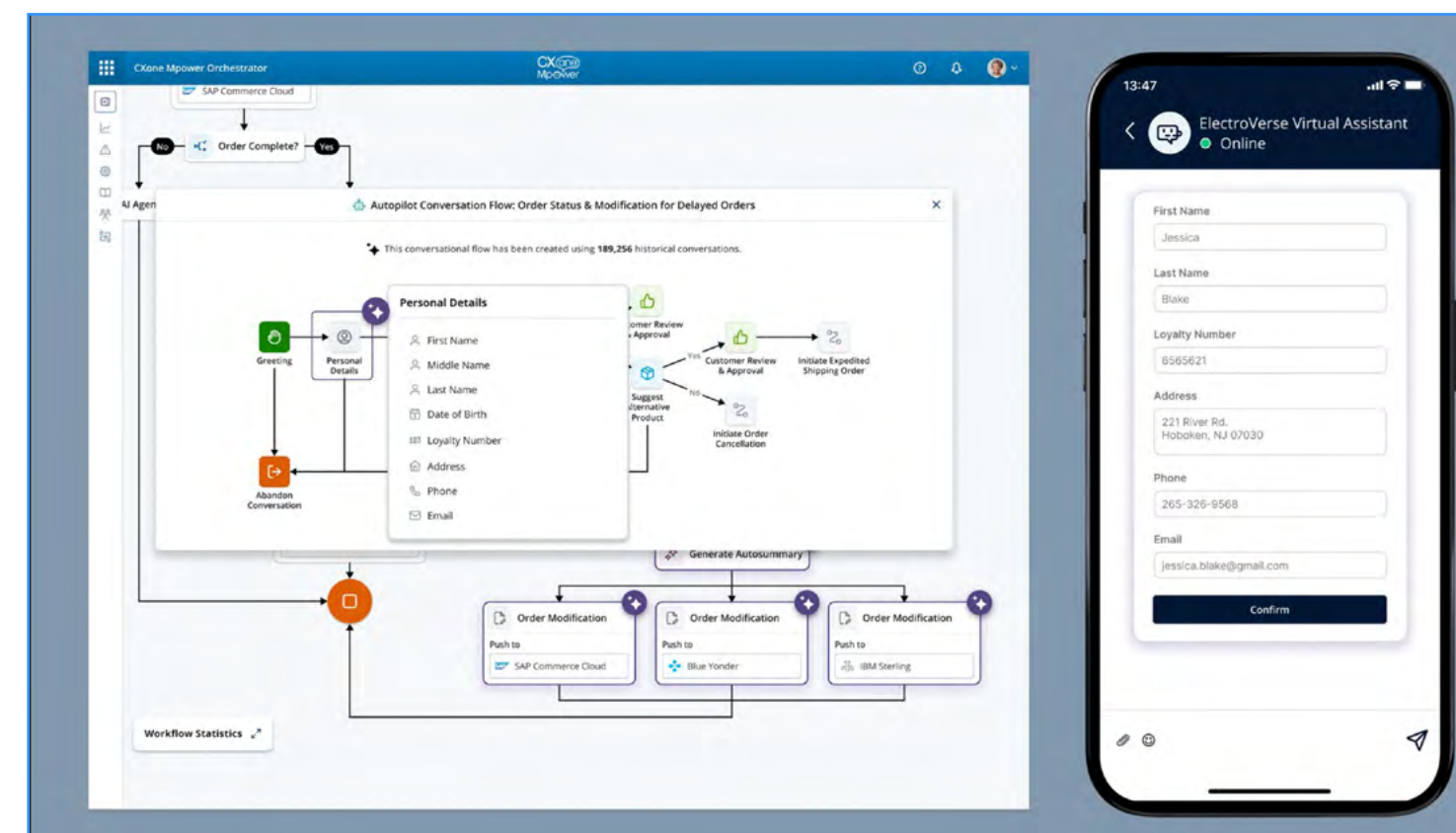
execution of workflow processes that make up the larger customer-service discipline.

Orchestrator represents a transformative approach to customer-service workflow management, extending far beyond traditional contact center operations and is the only tool trained on CX data. By eliminating silos and seamlessly integrating workflows across the organization, we empower businesses to deliver exceptional, cohesive customer experiences. Embrace the future of CX with Orchestrator, where every touchpoint matters.

**Consolidates data, knowledge, and integrations in a single place with access control and automatic AI-driven optimization.**



**Automatically builds conversational flows based on the most successful historical conversational patterns and tasks.**



# NiCE

## 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.

[www.NiCE.com](http://www.NiCE.com)

Waterfront Corporate Center III  
221 River St, 10th & 11th Floors  
Hoboken, New Jersey 07030

[Contact us](#) →

