ANALYST-BACKED STRATEGIES:

10 CX AI insights for executive decision-makers



NiCE

Analyst perspectives on



the CX AI advantage

Customer experience is evolving fast, and industry analysts agree: purpose-built AI changes everything.

As organizations handle billions of customer interactions, AI becomes essential for exceeding expectations and delivering experiences that truly matter.

The verdict is clear: unified AI platforms that combine workflows, agents, and knowledge create streamlined growth and competitive advantage.

This eBook includes cutting-edge analyst insights showing how enterprise CX powered by scalable, purpose-built AI transforms strategies from boardroom decisions to front-line conversations.

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TOP 10
Analyst Insights at a Glance

1

Enterprise-owned CX is an organization's ultimate competitive differentiator.
- McGee-Smith Analytics

2

AI-driven CX replaces executive "busyness" with strategic focus.
- Metrigy

3

AI-savvy leaders drive unmatched CX and ROI growth. - Omdia

4

Real-time sentiment analytics are the boardroom's growth accelerator. - IDC

5

Consolidate knowledge bases to improve customer self-service.
- Metrigy

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Adaptable AI platforms enable flexible, robust data sharing in evolving environments.
– Lopez Research

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Unified strategies are required for GenAI to make an impact on CX.
- Everest

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Conversational AI bridges the gap between technology and human interactions.
– Opus Research

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Gamification empowers agents, fosters ownership, and motivates agents to excel in CX. - Aberdeen

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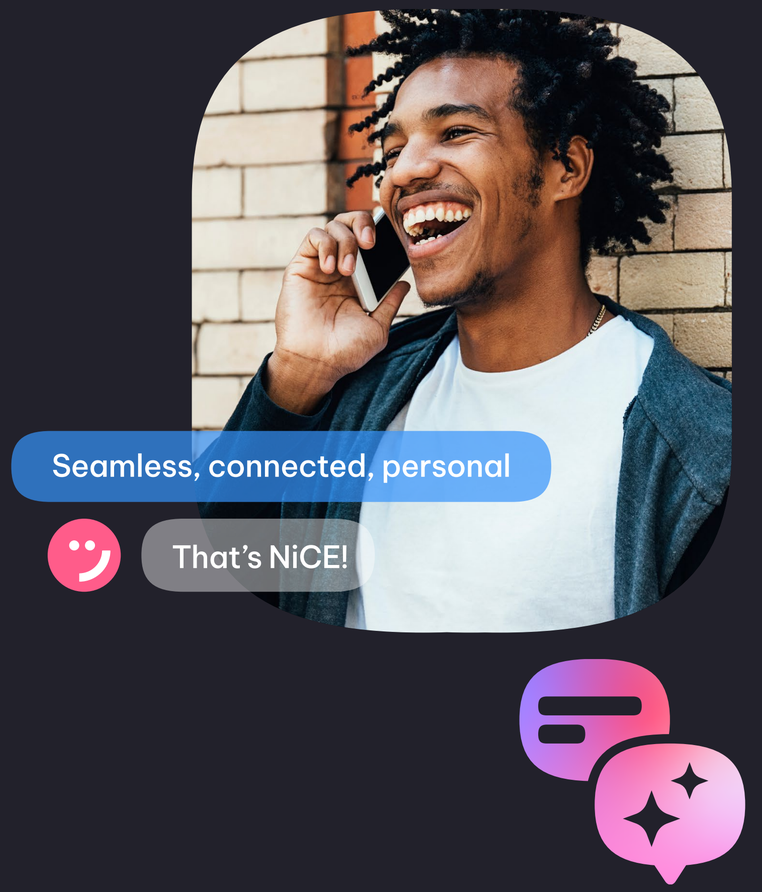
Addressing agent shortages with AI improves operational efficiency and maximizes resolutions. - Metrigy

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Enterprise-owned CX is an organization’s ultimate competitive differentiator.

McGee-Smith Analytics

> “Today’s market is witnessing **an evolution in customer experience, expanding beyond traditional boundaries.** We’re seeing contact center technology applications that enhance CX in innovative ways, often without direct agent involvement. This shift represents a **new frontier in how businesses can leverage advanced tools to create seamless, personalized interactions across the entire customer experience continuum.”**



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WHY SHOULD YOU CARE?

Customer experience goes beyond the contact center: it's an organization-wide imperative.

The evolution of customer experience (CX) has fundamentally transformed how businesses approach customer interactions. No longer confined to the contact center, CX has become an organization-wide responsibility, integrating various departments and functions to create seamless, holistic customer experiences.

On the CXone Mpower platform, Enlighten AI powers AI Routing, Real-Time Agent Assistance, and post-interaction quality and coaching, creating a holistic approach to behavioral optimization.

How NiCE helps

- Unifies knowledge management to spas entire organizations, not just support teams
- Drives consistency across all customer touchpoints with a unified knowledge base
- Expands self-service beyond FAQs to chatbots, apps, and voice systems
- Enables cross-functional data integration for efficient customer issue resolution
- Incorporates input from teams across the organization into customer interactions, including sales, product teams, and executives
- Automates customer interactions with company-wide collaboration to align best practices, resolution steps, and brand voice



"This organizational shift reflects a growing understanding that every department impacts the customer experience. From R&D incorporating customer feedback into product design to IT ensuring smooth digital interactions, each team plays a crucial role in shaping CX. By breaking down silos and fostering collaboration, companies can deliver a more cohesive, satisfying customer experience that truly represents the entire organization."

Sheila McGee-Smith
Founder & Principal Analyst,
McGee-Smith Analytics

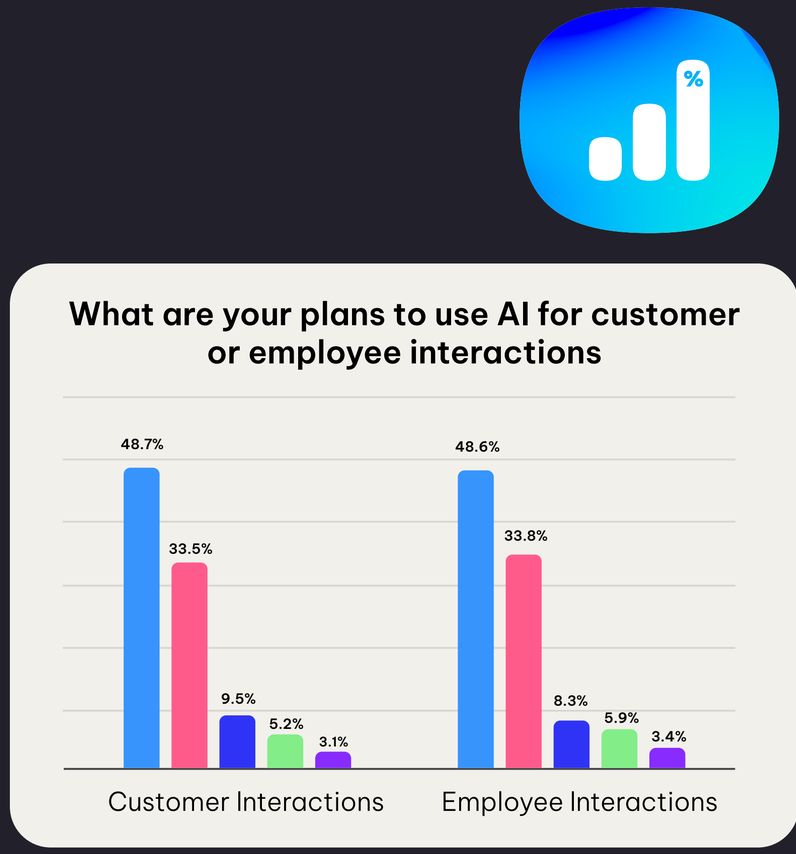
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AI-driven CX replaces executive “busyness” with strategic focus.

metrigy

58.8% of organizations revealed that **predictive analytics is a top-priority application for AI.**

In addition, **over 90% of organizations** are either already using AI or planning to by 2025 for customer and employee interactions.



Source: Metrigy

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WHY SHOULD YOU CARE?

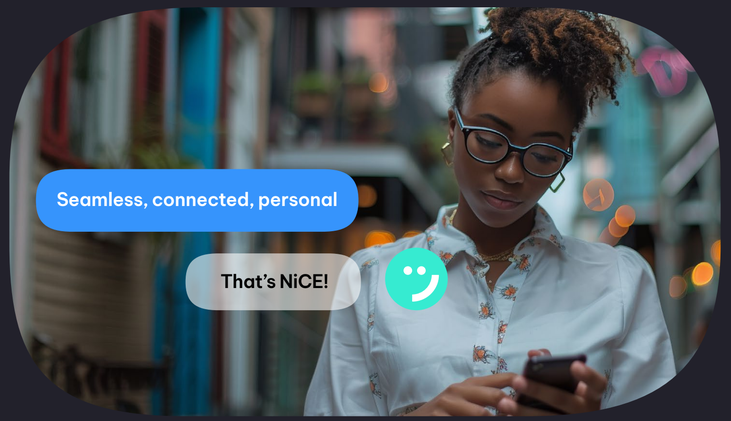
AI-powered insights transform executive focus to elevate cx strategy.

Organizations using AI-driven analytics are more successful with CX programs and recognize ROI by developing strategies from their data. AI proactively uncovers areas for optimization and carries out complex analysis that surfaces key focus areas. These analytics help accelerate CX execution across organizations at every touchpoint by eliminating executive “busyness” and enabling their leadership to focus on developing and executing their CX strategies.

Taking a data-driven approach to improving employee performance and ground business decisions in rich process and interaction data. AI-powered analytics, like NICE Enlighten, integrate with existing CX applications to unlock complex data so leaders can confidently understand and execute work. The big win? Leaders get to focus on being CX leaders, not just busy executives.

How NiCE helps

- Drives CX from every touchpoint by turning insights into better experiences
- Quantifies improvements in employee productivity and customer satisfaction
- Analyzes every interaction to understand over-arching operational trends and agent performance
- Monitors business metrics that continually drive improvements in CX
- Boosts loyalty with actionable insights from omnichannel customer feedback



“Purpose-built AI analytics for CX leaders unleashes unprecedented power to orchestrate CX business for businesses. 62.5% of success group uses AI for customer interactions and 63.2% for employee interactions.”

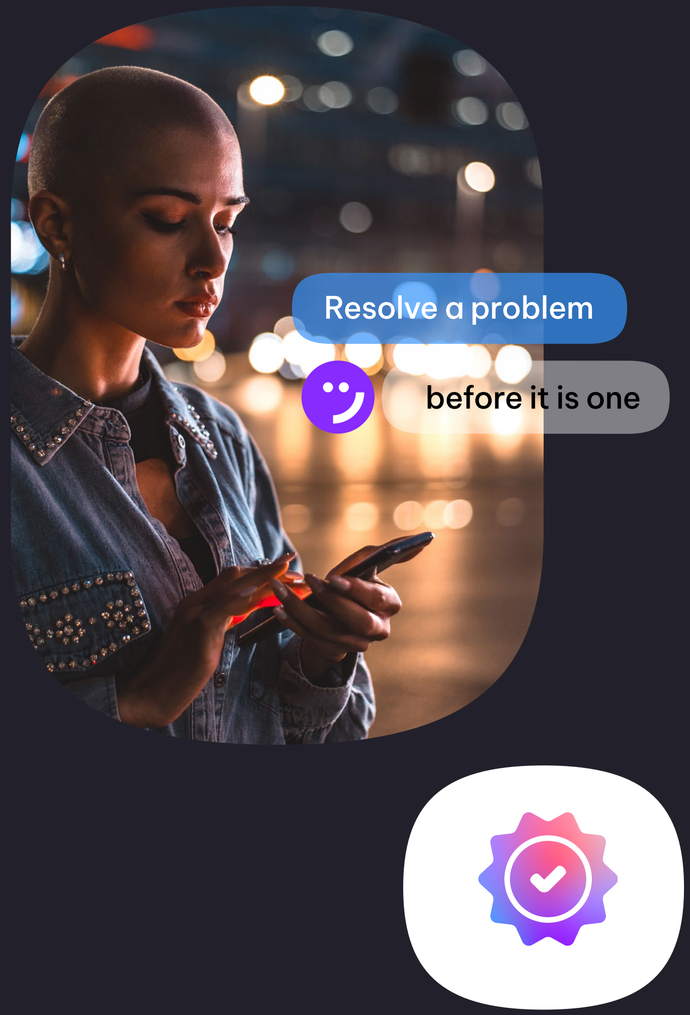
Metrigy

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AI-savvy leaders drive unmatched CX and ROI growth.

OMDIA

57% of business leaders say they can't afford to wait to use generative AI, and those same **leaders also said 85% of customers will have a significantly better experience with Gen AI.**



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WHY SHOULD YOU CARE?

While generative AI reshapes CX, customer confidence drives enterprise AI adoption.

As business leaders look to maximize results, engaging the latest advancements in generative AI presents a powerful opportunity. This transformative technology can be leveraged across the enterprise to boost efficiency, enhance the customer experience, and uncover valuable insights.

Businesses must consider several factors when adopting AI. At the front end, they should ensure data integrity and accuracy, connect relevant data and applications, and address consumer concerns.

Generative AI is reshaping consumer interactions. And consumers are confident in its ability to help them. The NiCE/Omdia 2023 Consumer Survey reveals growing consumer acceptance, with **91% expecting instant availability, 81% anticipating faster resolutions, and 72% finding it more helpful in problem-solving.**

How NiCE helps

Consider the following results organizations can realize with the power of generative AI:

- Enables dynamic, customized content at scale
- Increases customer support responsiveness with conversational AI
- Surfaces AI-driven data analysis quickly
- Automates tasks to free employees for strategic work
- Allows early AI adopters to gain a competitive edge
- Boosts loyalty with actionable insights from omnichannel customer feedback



"Business leaders are **embracing generative AI as a catalyst for industry transformation.** They've identified the new technology for its power to drive innovation, efficiency, and growth. As a result, **generative AI has secured its reputation as a strategic imperative for businesses** to enable the creation of innovative products, services, and business models."

Omdia

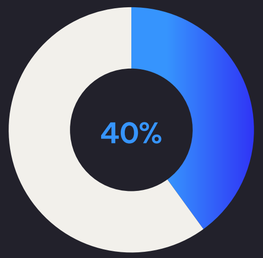
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Real-time sentiment analytics are the boardroom’s growth accelerator.

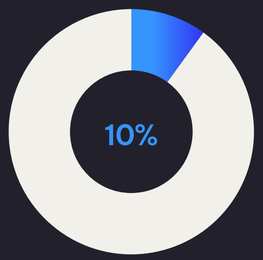
IDC

By 2028, **AI-powered real-time sentiment analysis will guide 40% of customer interactions** for major companies, **boosting customer loyalty by 10%** and transforming how businesses connect with their audiences.

By 2028, powered by CX analytics at the edge, real-time sentiment analytics will drive



of customer engagement, delivering



in customer loyalty, and retention forG2000 firms.

IDC FutureScape: Worldwide Future of Customer Experience 2024 Predictions, October 2023, IDC #US50111423

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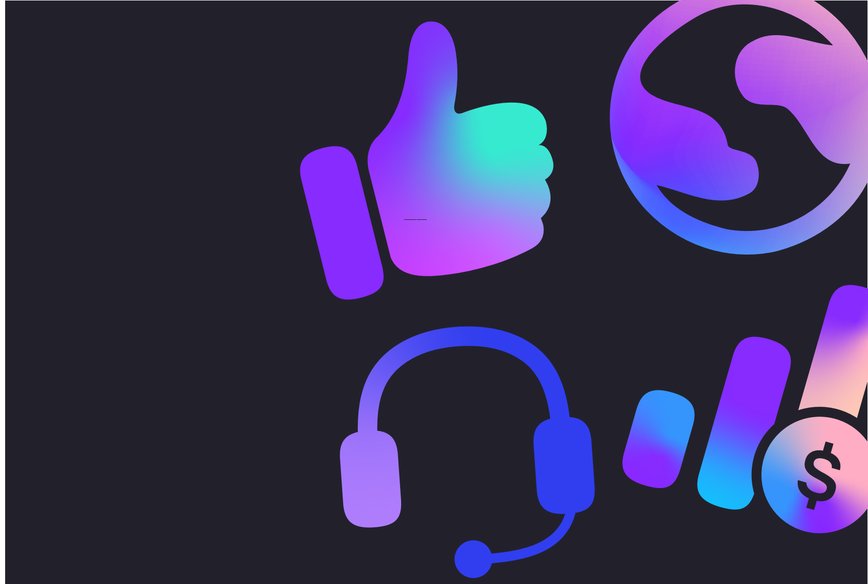
Real-time sentiment is the pulse of customers' experiences

Sentiment analyzes customers' emotions towards a brand, product, or service. It captures the full spectrum of customer feelings, opinions, and perceptions across all interactions and touchpoints.

By measuring sentiment from highly positive to strongly negative, NICE provides organizations with deep insights into customer satisfaction levels, loyalty drivers, and specific areas needing improvement.

How NiCE helps

- Performs comprehensive sentiment analysis across channels, detecting language nuances and emotional cues to enable data-driven decisions
- Enables real-time improvements during customer interactions, allowing businesses to address issues immediately rather than after the fact
- Provides personalized insights to guide agents on enhancing interactions, such as showing more empathy or active listening
- Aligns real-time guidance with post-call coaching, quality assurance, and training to help agents build key soft skills and behaviors
- Delivers tailored reminders and best practices for each interaction, equipping agents with resources to provide exceptional customer experiences



"We have entered an age of intelligent experiences … **Brands that lead the charge will achieve value parity with the customer and organization alike."**

IDC FutureScape
Worldwide Future of Customer Experience 2024 Predictions, October 2023, IDC #US50111423

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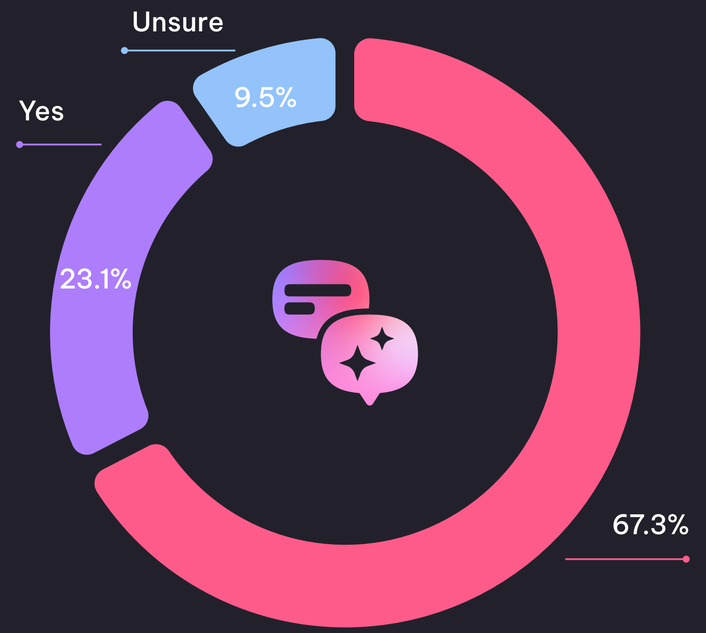
Consolidate knowledge bases to improve customer self-service.

metrigy

> “Organizations need to be prepared for the deluge of ‘truth’ that will be generated by AI going forward, particularly into a state where they will let customers self-serve from it.”



Has knowledge management enabled your company’s customers to resolve problems in self-service?



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WHY SHOULD YOU CARE?

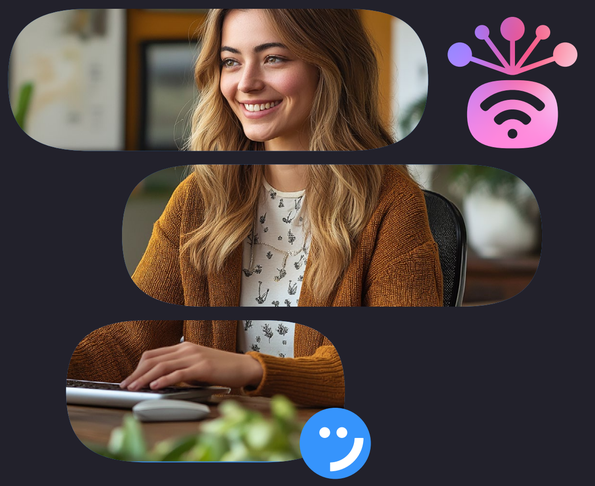
Consolidate to innovate: AI-powered knowledge bases drive CX success.

Expert knowledge on tap empowers CX success. According to a Metrigy study, companies on average in 2022 had nine disconnected knowledge bases and only half were planning to consolidate. Today, 50.3% currently use knowledge management (KM) and 52.8% consolidate data so that there is a single source of truth for AI.

Give customers fast, accurate answers at every touchpoint to improve experiences and reduce effort. AI-powered knowledge management systems, like CXone Mpower Expert, are foundations to build strong CX strategies with feeds that integrate everything into a single knowledge base. As part of the CXone Mpower cloud-native platform, Expert helps companies deliver lightning-fast answers the first-time in customer searches.

How NiCE helps

- Boosts self-service success rates by making answers easy-to-find, anywhere, anytime
- Creates a single source of truth with validated knowledge that updates everywhere instantly
- Builds more powerful chatbots capable of responding to more complex questions
- Reduces costs through ticket deflection by helping customers become product experts
- Enables personalized service, tailoring new experiences based on previous interactions



"72.7% of organizations' AI-enabled apps pull content from their knowledge management systems, and 67.3% are enabling customers to solve problems with self-service."

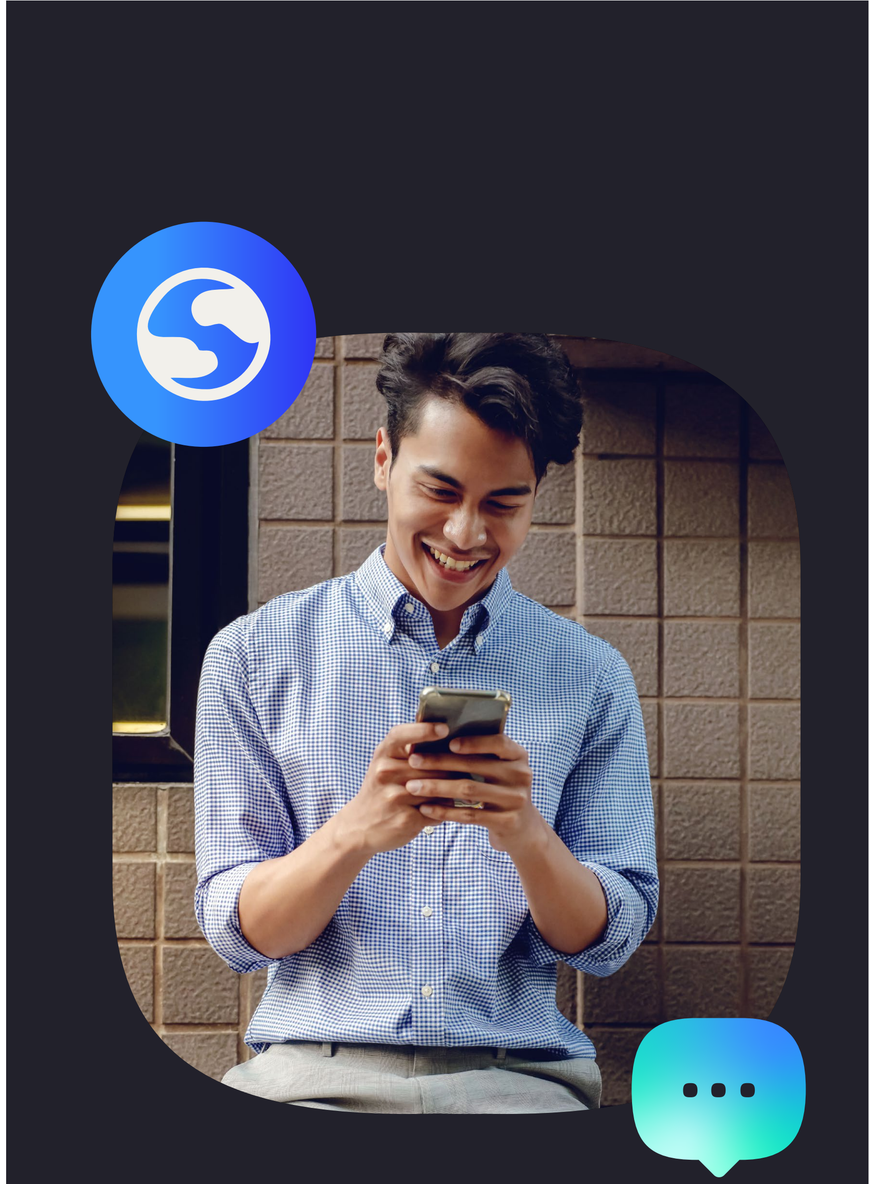
Metrigy

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Adaptable AI platforms enable flexible, robust data sharing in evolving environments.

LOPEZ RESEARCH

> "In today's CX landscape, simply 'going digital' misses the mark. **Only a full digital transformation that transcends the customer's expectations can deliver truly remarkable experiences.** That can only be accomplished through reimagining customer experiences through AI to deliver right-time interactions where you meet customers on the right channel whenever they have a need event."



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WHY SHOULD YOU CARE?

Agile operations, empowered teams: the AI-driven contact center edge.

Businesses can future-proof their operations by building scalable, resilient AI-powered customer experience (CX) that provides agility. Modern technology enables the right information to reach the right person at the right moment, empowering agents and supervisors to thrive amid constant change.

Teams will no longer be bogged down by outdated data or hindered by information bottlenecks. Instead, adaptive AI infrastructure will fuel timely, responsive data sharing for flexible, informed decision-making. This is the foundation for organizations to stay nimble and competitive in any market conditions.

How NiCE helps

- Improves enterprise agility and modernization
- Drives growth, accelerate engagement
- Reduces risk with smarter, digital-first and AI-infused experiences
- Generates CX digital transformation by meeting customers on every channel with intelligent, conversational digital and self-service
- Empowers customers to successfully and quickly solve problems on their own
- Builds smart self-service bots

Learn more



"It's not enough to be digital, you have to accelerate your digital efforts. You're being asked to be more scalable, resilient systems that deliver the agility to meet whatever is next."

Lopez Research



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Unified strategies are required for GenAI to make an impact on CX.

> “**Over two-thirds of organizations opt for a collaborative approach with contact center providers** when implementing generative AI solutions within their customer experience management operations.”

Everest Group RESEARCH



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WHY SHOULD YOU CARE?

Personalization, innovation, and strategic partnerships matter for GenAI to drive results.

Generative AI's ability to deliver personalized, innovative, and engaging experiences is driving its widespread adoption, promising even more sophisticated and intuitive interactions in the future.

Forward-thinking organizations will develop comprehensive digital experience roadmaps that will delineate clear responsibilities across business units, ensuring agility and cohesion. Plans will increasingly favor collaborative and hybrid approaches when integrating generative AI.

External factors paving the way for success include forging strategic partnerships with service and technology providers, focusing on customer feedback, and listening to subject matter experts.

How NiCE helps

- Focus on delivering holistic and exceptional experiences across the entire customer journey with real-time data and cross-channel orchestration
- Increase business efficiency with smart implementation of AI and automation
- Leverage data analytics, choose the right
- software by focusing on how to enhance employee engagement to drive superior customer satisfaction and loyalty
- Unify CX touchpoints with AI for total awareness across your business



"Visionary enterprises are redefining customer experiences, leveraging internal insights and external assistance to navigate complexity. These organizations are building foundations for unprecedented growth and setting the pace for the industry. **CX leaders need to recognize the future belongs to those who boldly embrace AI's transformative power** in customer experience management."

Everest Group



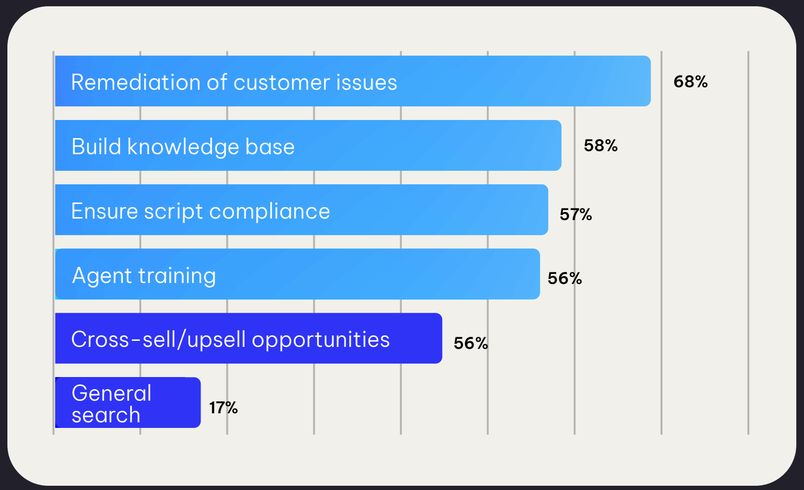
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Conversational AI bridges the gap between technology and human interactions.

Opus Research Survey on Impact of Conversational Intelligence, Analytics shows that organizations' top three conversational intelligence applications represent company-specific content as being more important than "all the world's knowledge".

opusresearch

These items emphasizing the importance of:



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WHY SHOULD YOU CARE?

Personalization makes conversational AI meaningful.

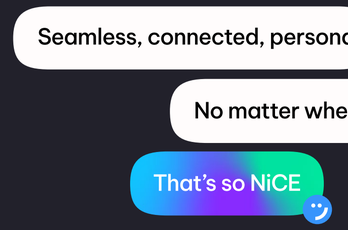
Imagine a world where customer interactions are seamless, intuitive, and remarkably human-like. This is the promise of conversational AI, a technology that's revolutionizing how businesses engage with customers.

Conversational AI fosters natural dialogue that truly reflects human language and intent—drawing from diverse conversation types and leveraging natural language processing (NLP) to make real-time connections.

But the true power lies in customization. By incorporating your organization's own conversation data, you can dramatically enhance the accuracy and effectiveness of your AI. The result is a system that truly speaks your customers' language.

How NiCE helps

- Augments conversational AI with the industry's largest CX data set to interpret needs and next-best actions
- Leverages LLMs with guardrails to ensure brand-aligned responses
- Learns best practices from top-performing agents
- Automates tasks and workflows using the most successful agent-led conversations
- Optimizes self-service interactions that deliver exceptional CX and maximize ROI



"The future of customer experience lies in AI-driven self-service that learns and evolves. By distilling the essence of our best human interactions, we create virtual agents that understand, empathize, and resolve with unparalleled efficiency. This isn't just automation; it's the art of replicating human excellence at scale, available 24/7, driving both satisfaction and ROI."

Opus Research

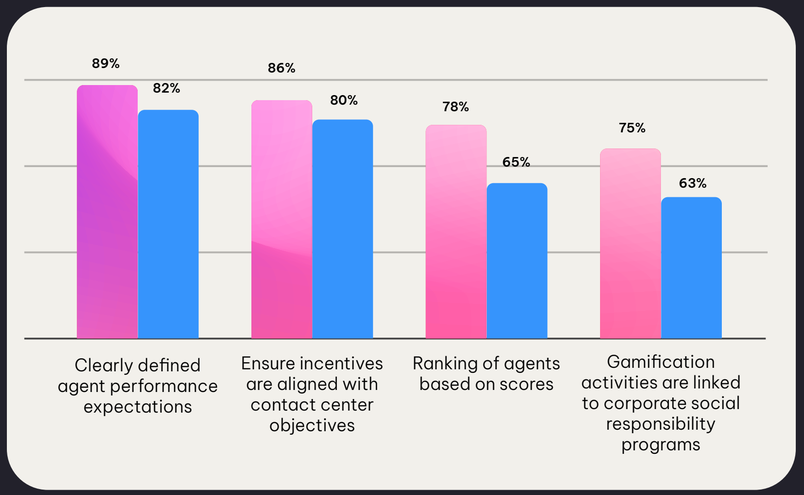
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Gamification empowers agents, fosters ownership, and motivates agents to excel in CX.

ABERDEEN

> “How successful is gamification? **44% of companies use it in their contact center,** and companies experienced a **22% increase in agent productivity.**”

Design gamification to fuel top-notch performance for all agents



Percent of respondents, n=431
Source: Aberdeen, May 2024

Best-in-Class Gamification Users

All Other Gamification Users

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WHY SHOULD YOU CARE?

Gamification can be your secret CX weapon if it's dynamic and data-driven.

Technological advances like AI and automation shouldn't slow down investments in agent optimization. CX leaders are transforming agent performance with gamification, the process of engaging users with similar experiences to playing games. Dynamic data-driven gamification programs are achieving superior CX results, maximizing agent performance, and driving efficiency gains. They also drive agents to take ownership of their performance, development, and growth.

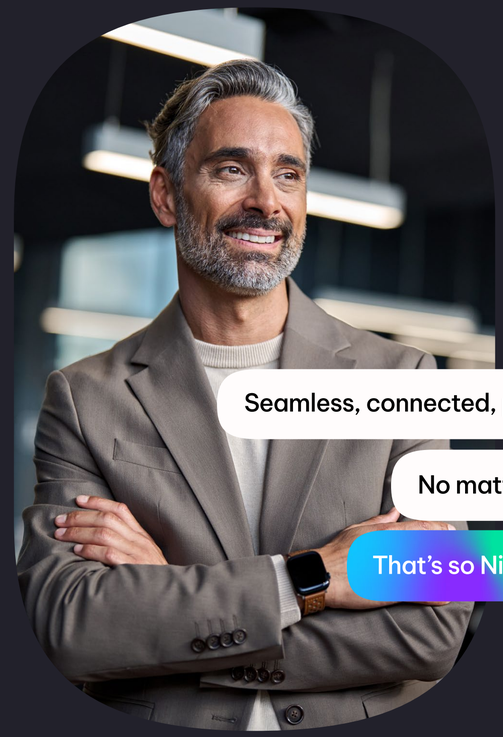
Agents' roles are evolving, and gamification plays a crucial role for organizations to keep up with rapid changes. These programs must be living initiatives that firms continuously realign with their priorities. Best-in-class firms aren't just implementing gamification features, they're working with NiCE to continuously fine-tune how they manage each element to adapt and thrive.

How NiCE helps

- Motivates agents by making work fun through dynamic engagement
- Creates insight-driven games to drive performance and imagination
- Promotes growth by increasing agent development achievements
- Empowers inbound agents to take ownership over their work
- Fosters a structured, competitive environment in outbound contact centers

"Organizations using gamification increased customer satisfaction by 29.6% and customer retention by 24.9%."

Aberdeen Research



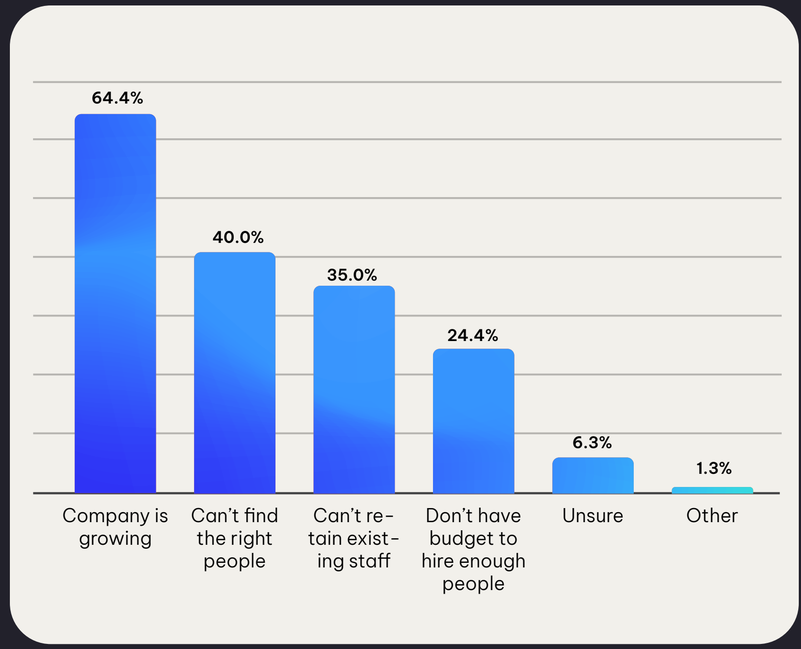
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Addressing agent shortages with AI improves operational efficiency and maximizes resolutions.

metrigy

> “Agent burnout is a major issue for 51.5% of organizations, but **a suite of AI-infused CX tools offers the solution to resolving that** and other causes of agent shortage”

Why are you experiencing a shortage in contact center agent staffing?



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WHY SHOULD YOU CARE?

AI-driven CX tackles agent shortages by unlocking untapped workforce potential.

Customer demands are more complex than ever, and agents are a vital part of providing successful resolutions. Yet, according to Metrigy research, organizations continue to suffer from agent shortages due to company growth (64.4%), burnout (51.5%), and a lack of qualified people (40%). But there are solutions.

Companies are turning agents into superstars with CXone Mpower, a complete single platform embedded with AI. CXone Mpower is unleashing agent-and supervisor-potential by putting the most powerful CX management tools at their fingertips. These tools pull from an integrated data source, enabling agents and their AI surrogates to serve customers more effectively by using contextual, real-time information.

How NiCE helps

- Provides the knowledge and guidance agents need to resolve even the most complex cases
- Boosts operational efficiencies by fixing broken processes and reducing handle time
- Improves first contact resolutions by advising agents at point-of-service with real-time AI
- Develops agent soft-skills like empathy and active listening with consistent, objective, and measurable coaching
- Anticipates agent demand with AI-based workforce management forecasting and scheduling

"Almost half of organizations -- 42.5% -- plan to increase AI spending for customer and employee experiences in 2025."

Metrigy



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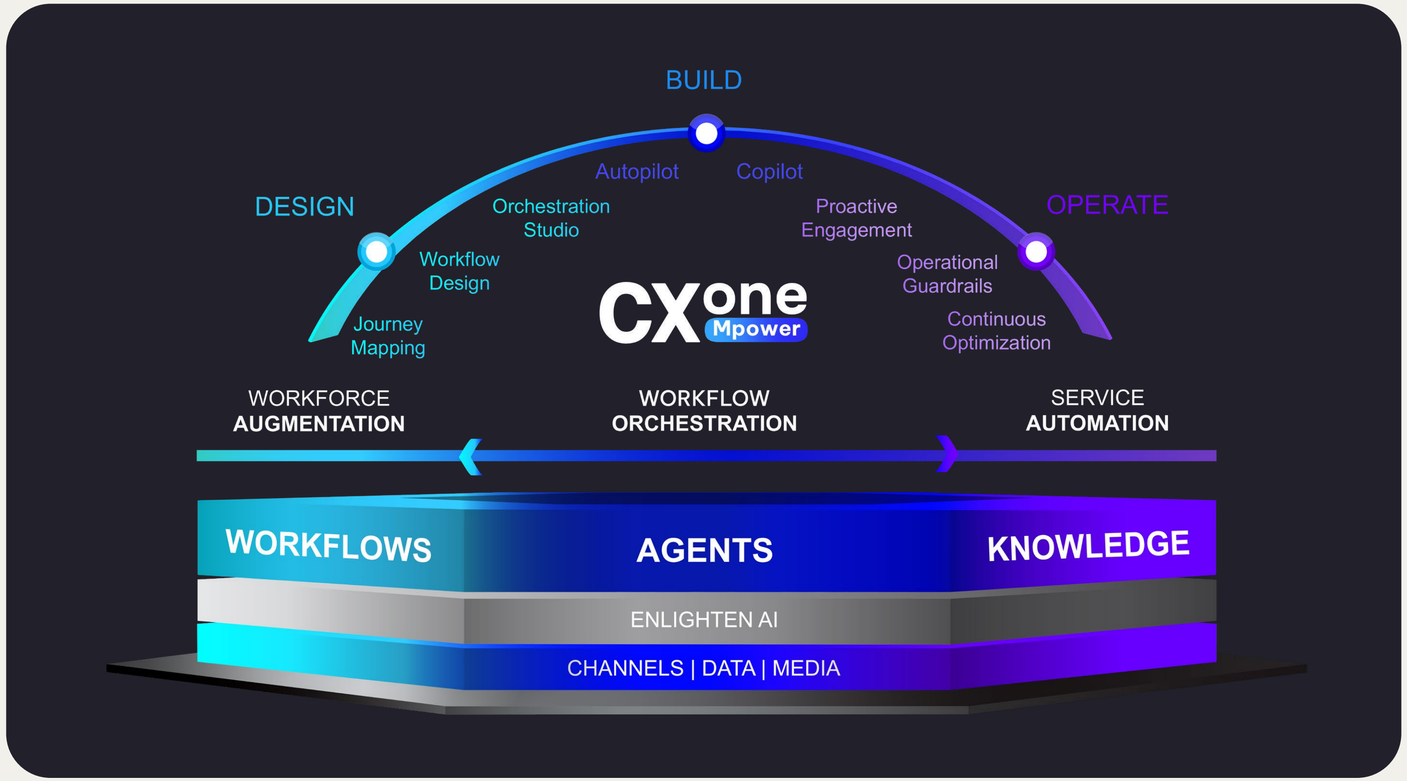
How CXone Mpower can help.

CXone Mpower is a complete, connected, and intelligent AI platform that equips organizations with everything needed to provide extraordinary service. Designed to help businesses of all sizes deliver exceptional customer experiences, CXone Mpower delivers end-to-end automation across the entire customer service journey. By unifying workflows, agents, and knowledge all on one platform, CXone Mpower transforms traditional customer service into a proactive AI-powered experience at unmatched scale.

CXone Mpower breaks down silos between customer-facing and back-office operations, ensuring faster resolutions and greater continuity across all touchpoints. This unified approach meets the ultimate priority of efficiency and elevated customer satisfaction.

As the leader in cloud contact center solutions, CXone Mpower is the platform of choice for organizations looking to make CX AI a reality and achieve measurable results fast. Whether you're just starting your CX transformation or looking to take your customer experience to the next level, CXone Mpower provides the complete, connected, intelligent platform you need to succeed.

Explore CXone Mpower



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CX AI Realized

NiCE

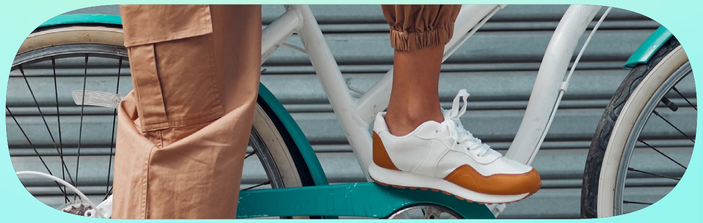
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That's so NiCE



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