Lead the future of AI-powered experiences

Reimagine customer service and maximize the value of AI in CX with one platform

NiCE

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Executive summary:
The power of AI

AI is top of mind for today's leaders. C-suites are investing in automation, increasing customer satisfaction, and driving savings.

Today's customers don't just expect answers; they expect outcomes. They want service that anticipates their needs, acts in real time, and adapts without effort. But expectations are rising faster than resources, and traditional models simply can't keep up.

That's why CXone Mpower was purpose-built, not just to improve service, but to transform it.

On one unified AI platform, you can orchestrate every workflow, augment every role, and automate every interaction across front, mid, and back office.

So you don't just respond faster. You resolve fully. This is how you move from automation to action. From complexity to clarity.

This is how we turn AI into outcomes. This is how you create a NiCE world.

The real question isn't whether service should be automated—it's how quickly you can make it happen before your competitors do.

What's your AI ROI?

See the difference it makes for your customers, your teams, your business.

In just a few minutes, discover how AI automation saves you time, boosts productivity, and drives growth.

Let's crunch the numbers and take the lead

Calculate now

The cost of disconnected cx

Fragmentation on a "Frankenstack" is the enemy of intelligence.

The problem isn't just siloed systems, it's siloed intelligence

Legacy tech stacks were never designed for today's CX reality. Fragmented apps. Siloed data. Generic AI stitched on top. It's a "Frankenstack," disconnected pieces that can't work together, no matter how hard you try.

And that fragmentation doesn't just slow you down. It locks away the value in your data, breaks customer journeys, and forces agents to toggle, guess, and repeat. The result? Higher costs, inconsistent service, and lost opportunities.

AI can't reach its full potential in isolation. It needs unified workflows, connected decisions, and the ability to reason across your entire operation.

That's why CXone Mpower is different. It's not just a system, it's a platform. Built to unify your people, data, channels, and AI into one seamless experience that flows. When everything works together, you don't just fix the pain. You unlock performance.

AI doesn't just need data. It needs context. That's why a platform approach matters more than ever.

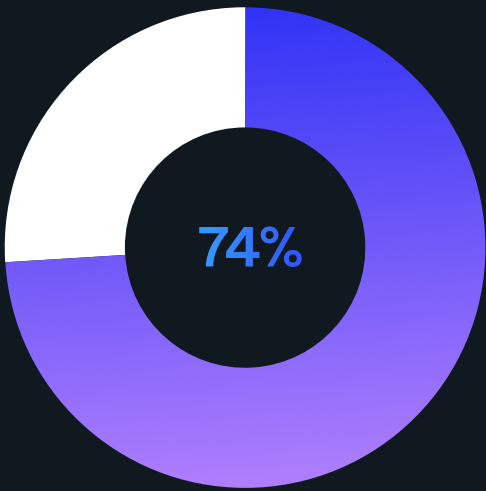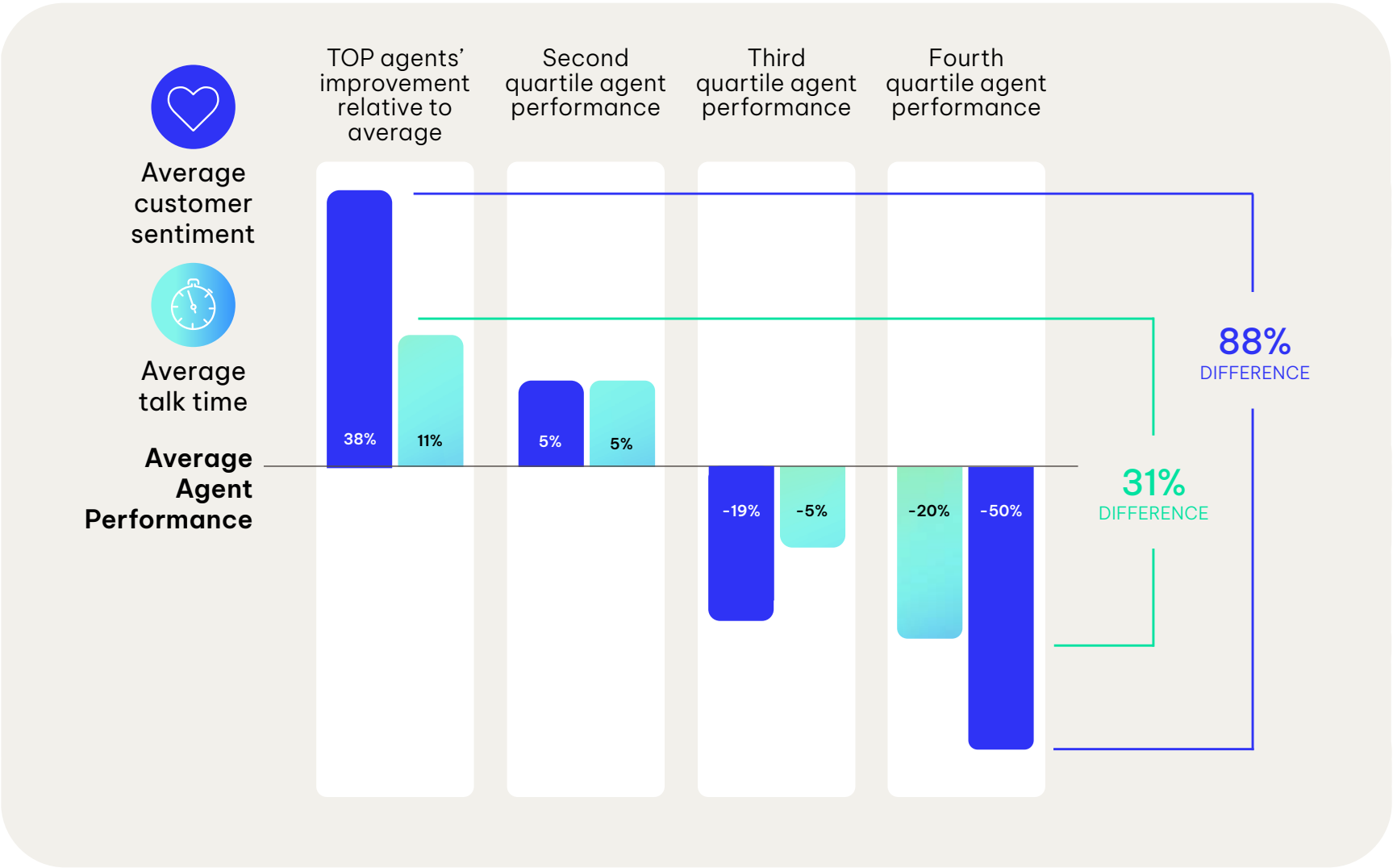### Consumers crave consistency, are you delivering it?

Top agents improve customer sentiment by 38% and cut talk time by 11% compared to the average.

The gap between top and average performers is big. The gap between top and bottom performers is even bigger.

What agent will your customers get today?

Read more about the correlation between consistency and CX excellence in NiCE's State of CX report

Read here

	TOP agents' improvement relative to average	Second quartile agent performance	Third quartile agent performance	Fourth quartile agent performance
Average customer sentiment	38%	5%	-19%	-20%
Average talk time	11%	5%	-5%	-50%

Average Agent Performance

88% DIFFERENCE

31% DIFFERENCE

74% of agents juggle 3 – 8 apps to access the information they need.

74%

– Metrigy Research Corp

"AI-powered tools standardize processes, reducing agent variability and enhancing service consistency across touchpoints. This u**niformity elevates customer experience, builds trust, and meets evolving expectations while minimizing errors and improving overall satisfaction.** These tools are also vital to enhance and optimize agent experiences by reducing burnout, increasing productivity, and elevating employee engagement."
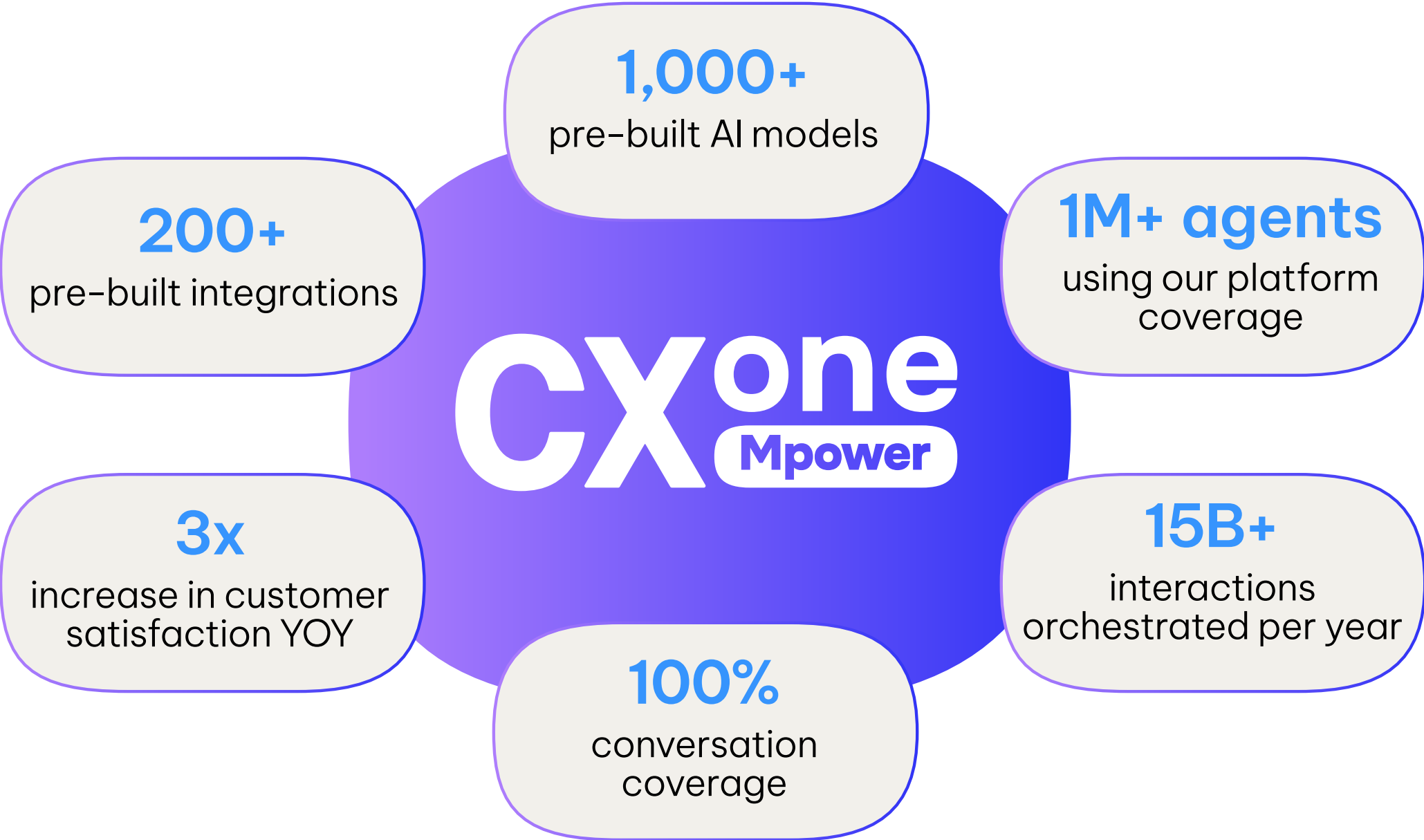
Omer Minkara Aberdeen Research

Meet the unified AI platform

One platform. Every role. Every outcome.

CXone Mpower unifies data, channels, workflows, and decisions into one AI-powered system built for speed and scale. Every solution on CXone Mpower runs on the same AI foundation. So your insights compound. Your workflows connect. And your results scale.

With **over 100 AI services embedded and a single, connected data model**, it turns every customer interaction into an opportunity to automate, improve, and create smoother, smarter experiences.

1,000+ pre-built AI models

200+ pre-built integrations

1M+ agents using our platform coverage

CXone Mpower

3x increase in customer satisfaction YOY

15B+ interactions orchestrated per year

100% conversation coverage

Businesses are creating a NiCE world for their customers from a single platform.

REPUBLIC SERVICES

30% reduction in repeat calls across 1,200 agents

ONE OPEN NETWORK EXCHANGE

4-5 hours saved per supervisor per week, and 20% reduction in call escalations

maps CREDIT UNION

90% reduction in after call work

Interaction orchestration — Workforce augmentation — Service automation

Our secret to scale

Three breakthroughs that power a NiCE world

CXone Mpower scales effortlessly because it's unified by design, not patched together. Now, you can scale seamlessly with three breakthrough capabilities on a unified AI platform:

- **Interaction orchestration** to connect every touchpoint in real time
- **Workforce augmentation** to empower every role with real-time intelligence
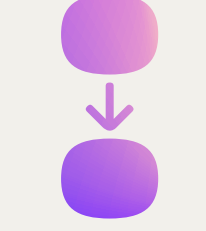- **Service automation** to deliver fast, natural, and smarter self-service

Leading brands utilize these pillars to resolve issues more quickly, enhance agent performance, reduce attrition, and scale automation, all while delivering exceptional customer experiences.

One unified AI Platform connects every customer experience

Ai Common AI services

AI Orchestration

Experience Memory

Open framework for integrations

6,000+ businesses are already scaling with CXone Mpower

Built for outcomes, not features. Designed to deliver more than answers, it's designed to deliver results.

All your AI in one place makes customer experiences better.

Organizations with CXone Mpower achieved a 16% increase in customer sentiment over 2 years.

16% Customer Sentiment Increase

Sentiment Increases for NiCE Customers

2022   2023   2024

YEAR
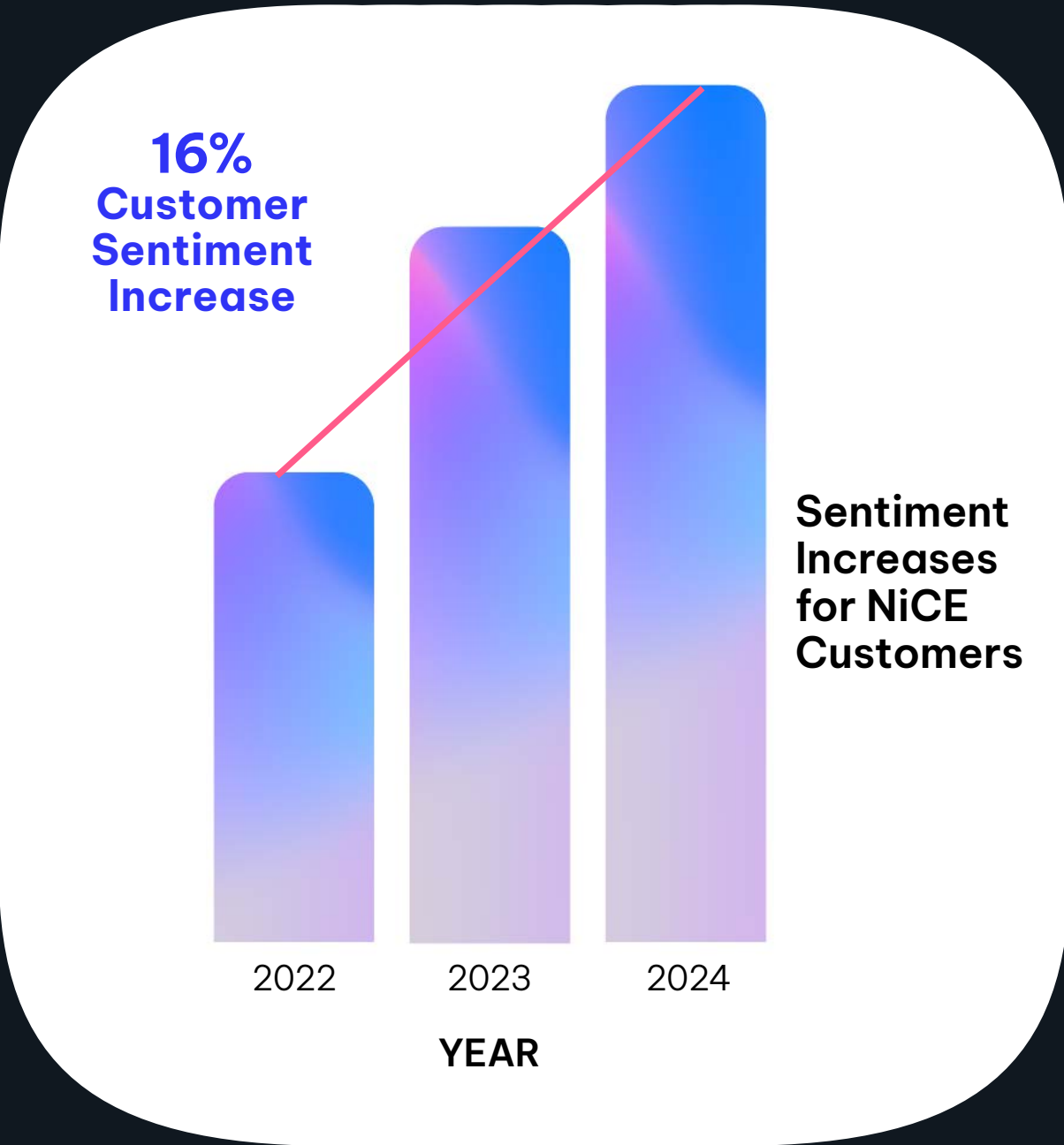
84% of CXone Mpower customers use 3 or more platform solutions. 20% use 6 or more. The benefits of one platform are exponential.

See the data

Interaction orchestration   Workforce augmentation   Service automation

Workflow orchestration

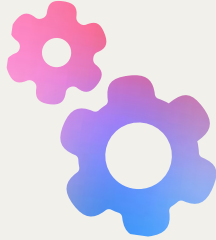**From fragmented interactions to complete customer journeys.**

Unify every touchpoint across voice, digital, inbound, outbound, human, and AI into seamless, intelligent workflows across your entire business.

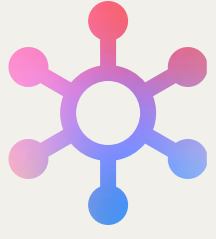From interaction handling to intelligent fulfillment. That's how you create a NiCE world.

- **Plug-and-play hubs** make it easy to connect your tools and systems across platforms
- **AI-first design** integrates real-time intelligence into every customer interaction
- **Design with speed** with no-code/low-code development so you can build and refine workflows without relying on IT
- **Adapt instantly** with observability built in so you can see the impact before you act

Enable f**aster, smarter, and more adaptable operations**. It's NiCE when everything just works.

Seamlessly orchestrate every interaction across every channel and role

Evolve from interactions to workflow orchestration — automate and optimize journeys across front and back office

Unify all customer engagement — voice and digital, synchronous and asynchronous, inbound and outbound

Seamlessly blend human and AI agents — deliver consistent, connected experiences at enterprise scale

>15B Interactions orchestrated annually by CXone Mpower

Disney+

"As a global organization, if you're wanting to expand quickly, definitely choose NiCE CXone Mpower."

**Ryan Schweers
Director of Support & Operations
Disney Streaming**

Unified teams, data, and experiences at scale

Quickly unified 4 major brands

Migrated 10,000 agents from 3 ACDs

Scaled across 100 countries for 100% remote team

Interaction orchestration | **Workforce augmentation** | Service automation

Workforce augmentation

From workforce tools to real-time AI copilots.

Traditional workforce tools wait for prompts. CXone Mpower Copilots act.

Purpose-built for customer service, these AI copilots work alongside agents, supervisors, and leaders. They deliver real-time guidance, surfacing performance gaps, and helping teams make better decisions, faster.

- **Agent Copilot** provides live summaries, recommended responses, and task automation
- **Supervisor Copilot** surfaces performance gaps and real-time coaching opportunities
- **Leader Copilot** delivers productivity benchmarking, predictive alerts, and strategic insight

CXone Mpower Copilot thinks, acts, and coaches in real-time, making employee augmentation precise, aligned, and actionable.

Augment every role with the right AI for action.

Eliminate manual tasks and increase efficiency

Boost productivity and decision-making with AI tailored to every role

Access instant, actionable insights to guide better outcomes

>1M Agents already use CXone Mpower to perform at their best

Watch CXone Mpower copilots in action

12% of agents' time is lost to information searches, translating to **$1.2M** a year for just 200 agents.

–Aberdeen Research

"**Ensuring agents are satisfied and empowered in their roles is critical to delivering the timely and effortless experience that customers expect AI users achieve a** 5.5 times greater year over year increase **in employee engagement.**"

Aberdeen Research,
CX Leaders Agenda Survey

Interaction orchestration Workforce augmentation **Service automation**

Service automation

Transform tasks into outcomes, and answers into action

Most automation stops at answers. CXone Mpower Agents go further by delivering action.

Purpose-built on the CXone Mpower platform, Mpower Agents go beyond responding to customers, they fulfill real service needs, from self-service to mid-office approvals to back-end resolution.

Created in seconds with no code, they operate across front, middle, and back office, working within orchestrated workflows to drive fast, accurate results.

CXone Mpower Agents, AI agents built for CX

- No-code AI agent creation
- Data-driven, automated AI-powered actions from operational insights
- Build once, deploy across multiple use cases, from your Agent Copilots to your Autopilots
- Supports seamless collaboration between human and AI agents for consistent, scalable resolutions
- Measurable ROI from day one that improves productivity, operations, along with experiences for customers and employees

Automate smarter. Resolve faster. Scale without limits.
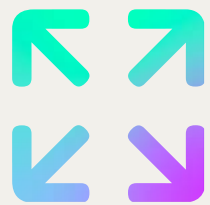
Automate more interactions with less effort.

Improve service and speed with AI that understands customer intent and context.

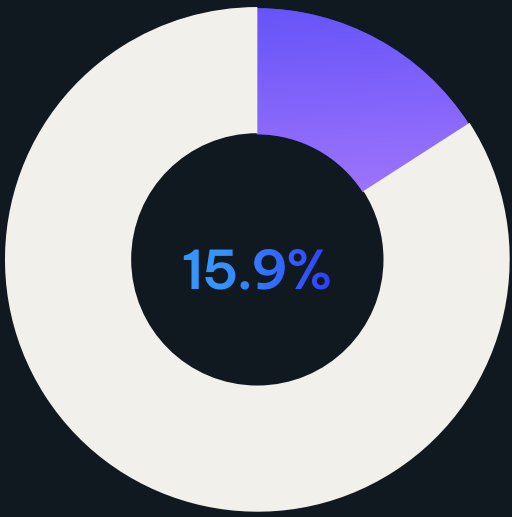**Deliver more personalized support,** and accurate resolutions with connected data.

>6B Interactions automated annually by CXone Mpower

See CXone Mpower Agents in action

SONY

Sony electronics achieves highest ever response rate with NiCE

15.9%

Process containment to self-services and automated channels (initial results)

40%
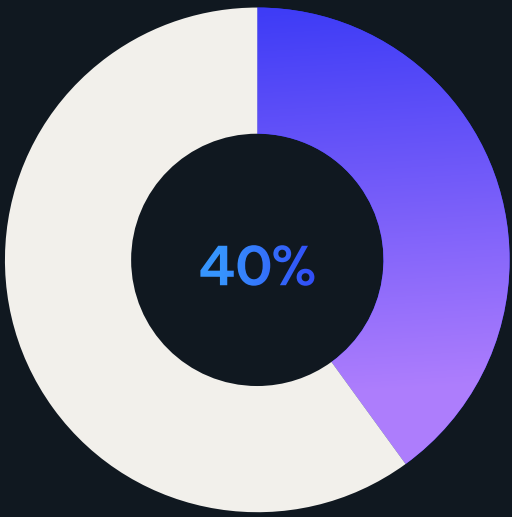
Automated potential for customer inquiries

8.75X-11.25X
Increase in feedback response rate for voice customers

22.5X
Increase in feedback response rate for chat customers

4.75x-5.75x
Increase in feedback response rate for chat SMS customers

Hear from Sony

The ultimate
CX trifecta

For your business, your team, your customers.

Disconnected systems keep value locked away.

Break down barriers. Connect data, people, channels, and workflows into one intelligent, AI-powered platform. It's not about deploying AI for innovation's sake. It's about using it to create experiences that make people smile.

Seamless, intuitive service benefits everyone.

• **Your business:** Lower service costs, unlock new revenue, and fuel growth

• **Employees:** Work smarter with AI copilots and real-time guidance

• **Consumers:** Enjoy faster, personalized, and consistent service, at scale

The AI multiplier effect is your key to gain exponential impact

Unify your ecosystem to break silos and unlock scale

Empower teams with AI-guided actions at every step

Deliver smart, seamless service across every touchpoint

CXone Mpower Orchestrator

**One intelligent command center.
Every journey, fully resolved.**

Automate workflows across front, mid, and back office

Facilitate collaboration so every request flows, every role aligns, and every outcome gets delivered.

See the impact before you act

Make smart decisions with AI that forecasts satisfaction, ROI, and process improvements.

Eliminate silos, unlock agility

Gain complete visibility across operations to adapt faster and deliver seamless CX.

▶ **Watch CXone Mpower Orchestrator in action**

Why NiCE

Proven. Purpose-built. Peer-validated.

Trusted by the world's most innovative organizations. Built to lead.

CXone Mpower is the platform behind the world's best customer experiences, powering AI-driven service for over 6,000 businesses across 150+ countries.

Recognized by every major analyst as a leader in CX and AI, NiCE delivers more than innovation, we deliver outcomes. Our platform is proven, purpose-built, and enterprise-ready.

Scale globally. Deliver personalized impact locally, that's how service creates a NiCE world.

>85%
Fortune 100 customers

>250+
Global CX Partners

>150
Countries

Major awards and recognition

NiCE is the only platform ranked highest by all the analysts.

FORRESTER®

NiCE named an industry CCaaS Leader by Forrester Research, strongest in strategy, & top scores in 17 criteria

Gartner®

For the 10th Consecutive Year NiCE named a leader in 2024 Magic Quadrant for Contact-Center-As-A-Service

metrigy

NiCE named undisputed leader in Metrigy's inaugural CCaaS MetriRank

VENTANA RESEARCH

Ventana ranks NiCE as a leader in every category for Contact Center & Agent Management

More analyst and industry and awards

Why NiCE

CXone Mpower

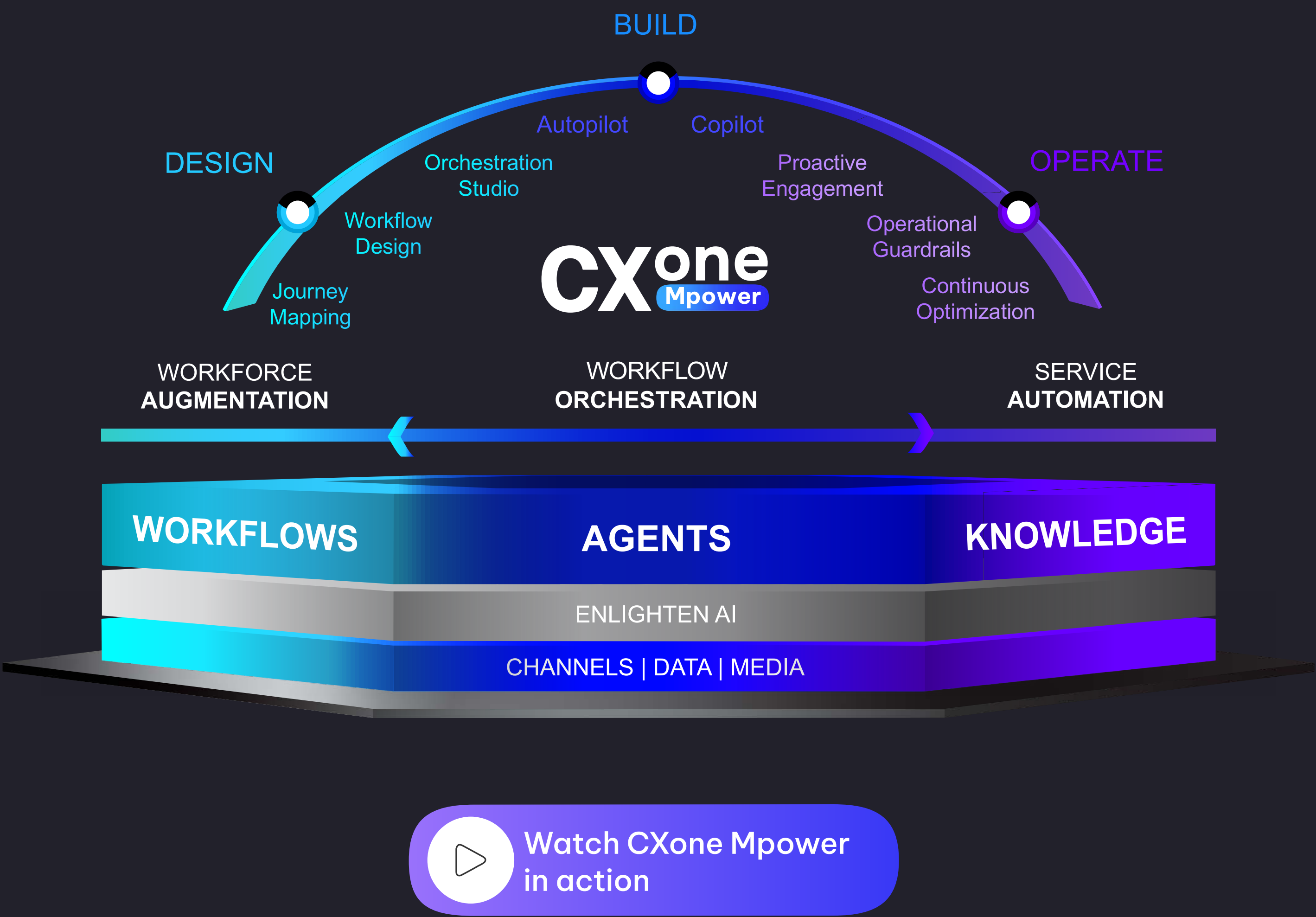**One platform for every workflow, every role, and every outcome**

CXone Mpower is the most complete AI platform for customer service. It's purpose-built to automate experiences, orchestrate action, and deliver real business outcomes.

At its core, CXone Mpower unifies workflows, agents, and knowledge with embedded Enlighten AI and real-time orchestration across every channel, team, and system.

Automate with intelligence. Act with speed. Scale with ease.
From design to deployment, CXone Mpower delivers at every stage:

- **Design smarter workflows** with Journey Mapping and Orchestration Studio

- **Build fast** with no-code automation in Autopilot and Copilot, and scale with AI Agents

- **Operate at scale** with built-in performance guardrails and continuous optimization

BUILD

DESIGN

Autopilot   Copilot

Orchestration Studio

Proactive Engagement

OPERATE

Workflow Design

Operational Guardrails

Journey Mapping

Continuous Optimization

CXone Mpower

WORKFORCE **AUGMENTATION**   WORKFLOW **ORCHESTRATION**   SERVICE **AUTOMATION**

WORKFLOWS   **AGENTS**   **KNOWLEDGE**

ENLIGHTEN AI

CHANNELS | DATA | MEDIA

▶ **Watch CXone Mpower in action**

The new standard for customer service

Seamless, connected, personal, that's NiCE.

The future of customer service is now.

CX leaders aren't waiting for change. They're creating it.

They're leaving behind fragmented tech stacks. They're automating beyond tickets to complete resolutions. They're unifying CX with one intelligent AI platform. This is what CX transformation looks like: **effortless, personal, scalable**. Every journey, every interaction, and every outcome is powered by one platform.

Turn service from a cost center into a growth engine. Empower your team and exceed customer expectations.

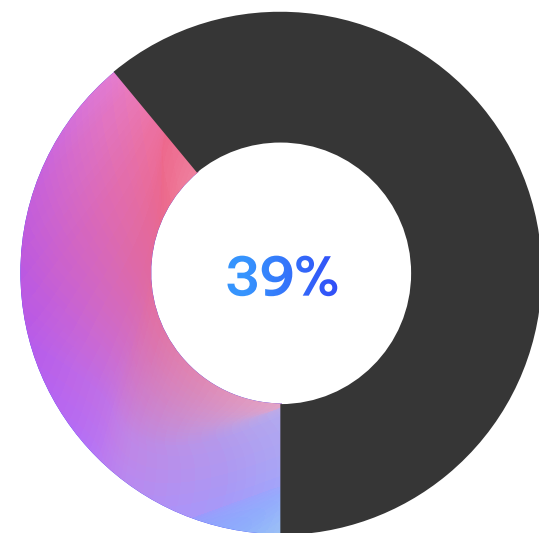Create a NiCE world where excellence isn't just expected, it's delivered, every time.

Now, it's your time.
Be more profitable. More efficient.
More loved.

Speak to an expert
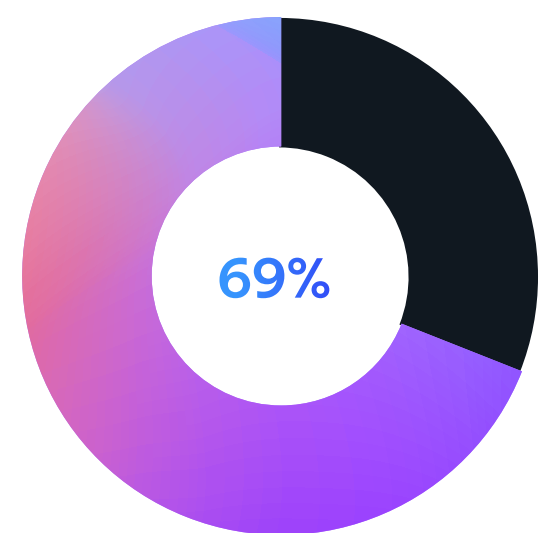
69% of companies report an increase in revenue related to AI use.

– Metrigy Research

39% of North American CX professionals report AI-led automation has increased proactive issue resolution in their contact center.

– The State of Digital CX 2024: Survey Analysis, Omdia

Customer service is your edge. Because it's not just support, it's the heart of your business.

Change chaos to clarity

Move to silos to scale

Ditch your Frankenstack for good

Effortless, connected, and always personal. That's the NiCE way.

Let's chat

Book a demo

NiCE

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.

www.nice.com