

# Top five strategies to maximize the value of AI in CX with an AI platform

Unlocking AI transformation at scale



# Real execution, real transformation, real results

The AI era is upon us. AI is longer just a tool in customer service, it's a platform. Organizations who treat it otherwise will fall behind. To compete in this new era and maximize the value of AI in CX, you need a foundation built for customer service, where every interaction is faster, smarter, and more human. Purpose-built CX AI at the core of a CX platform converts insight to action in real time, powering outcomes across your entire organization.

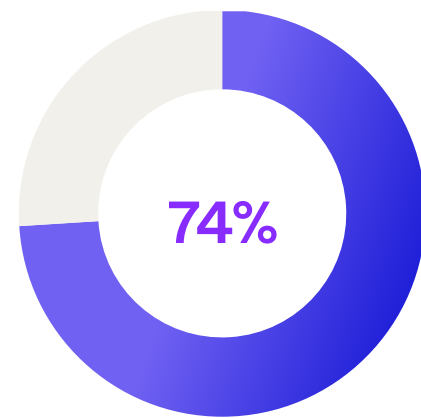
At the same time, exponential business means you're expected to deliver everything: exceptional experiences, maximum efficiency, and deep personalization – all instantly and with fewer resources.

If transforming customer service to outperform is a strategic priority, this guide is for you. We'll explore five strategies to maximize the value of AI in CX with an AI platform, strategies that world-leading brands are already using to unlock faster outcomes, deeper loyalty, and smarter growth.

Standout firms make bold strategic moves and scale innovation to unlock business growth, according to McKinsey Global Institute research.<sup>2</sup>



Now is the time to make bold decisions and take bold action. **Build an AI-powered foundation that doesn't just adapt to change, it leads it.** Drive measurable gains in real productivity, real cost savings, and real value creation at scale.



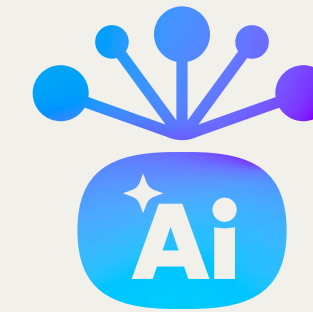
74% of corporate leaders say their most advanced (scaled) AI initiative is meeting or exceeding ROI expectations.<sup>1</sup>

CX has reached a critical inflection point, where real change is accelerating at a rapid pace. We now serve the exponential consumer who is always on, always connected, and always demanding more.



# Top five CX AI platform strategies at a glance:

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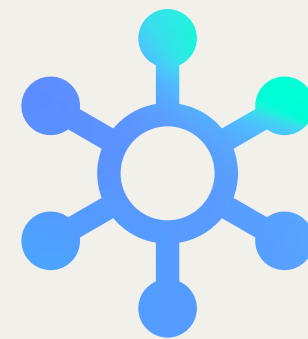
Combine foundational models with specialized CX models using **AI orchestration**

2



Store and recall context to personalize every customer interaction with **Experience Memory**

3



Optimize results across a complete suite with **connected intelligence**

4



Bring your own data, models, and apps on an **open and flexible foundation**

5



Track ROI in real time with built-in **AI observability**



1. Combine foundational models with specialized CX models using AI orchestration

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# Combine foundational models with specialized CX models using AI orchestration



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AI-powered productivity gains have the potential to drive **38% savings** in customer service function costs, valued at **\$400+B annually**.<sup>3</sup>



1. Combine foundational models with specialized CX models using **AI orchestration**

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## Why it matters now

Imagine using the same general purpose AI model for every task across your entire company. Further, imagine that the model never changes. Doesn't sound very smart or efficient, does it? So why would you do that for customer service? Instead, select an AI platform with AI orchestration that dynamically combines foundational models with specialized CX models, applying **the right intelligence for each use case in real time**. And, at the same time, rapidly upgrades and adds the latest, more powerful models to its repertoire.

AI orchestration drives smarter decisions and scales them across every task, based on the moment, the context, and the goal, all actuated from the core of the platform.

AI orchestration gives you the best of both worlds: General-purpose and domain-specific AI working together, delivering the best outcomes for your consumers, while increasing productivity and driving real cost savings.



**“Today, AI is bolted on. But to deliver real impact, it must be integrated into core processes, becoming a catalyst for business transformation rather than a sidecar tool.”<sup>4</sup>**

**McKinsey**  
Seizing the agentic  
AI advantage



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# Unlock CX transformation at scale with the right AI model for the job

CXone Mpower AI orchestration combines general-purpose reasoning with domain-specific precision, dynamically selecting the right AI models for the task, based on the moment, the context, and the goal. This is accomplished at the platform level, not bolted on at the product level – it's available across all applications.

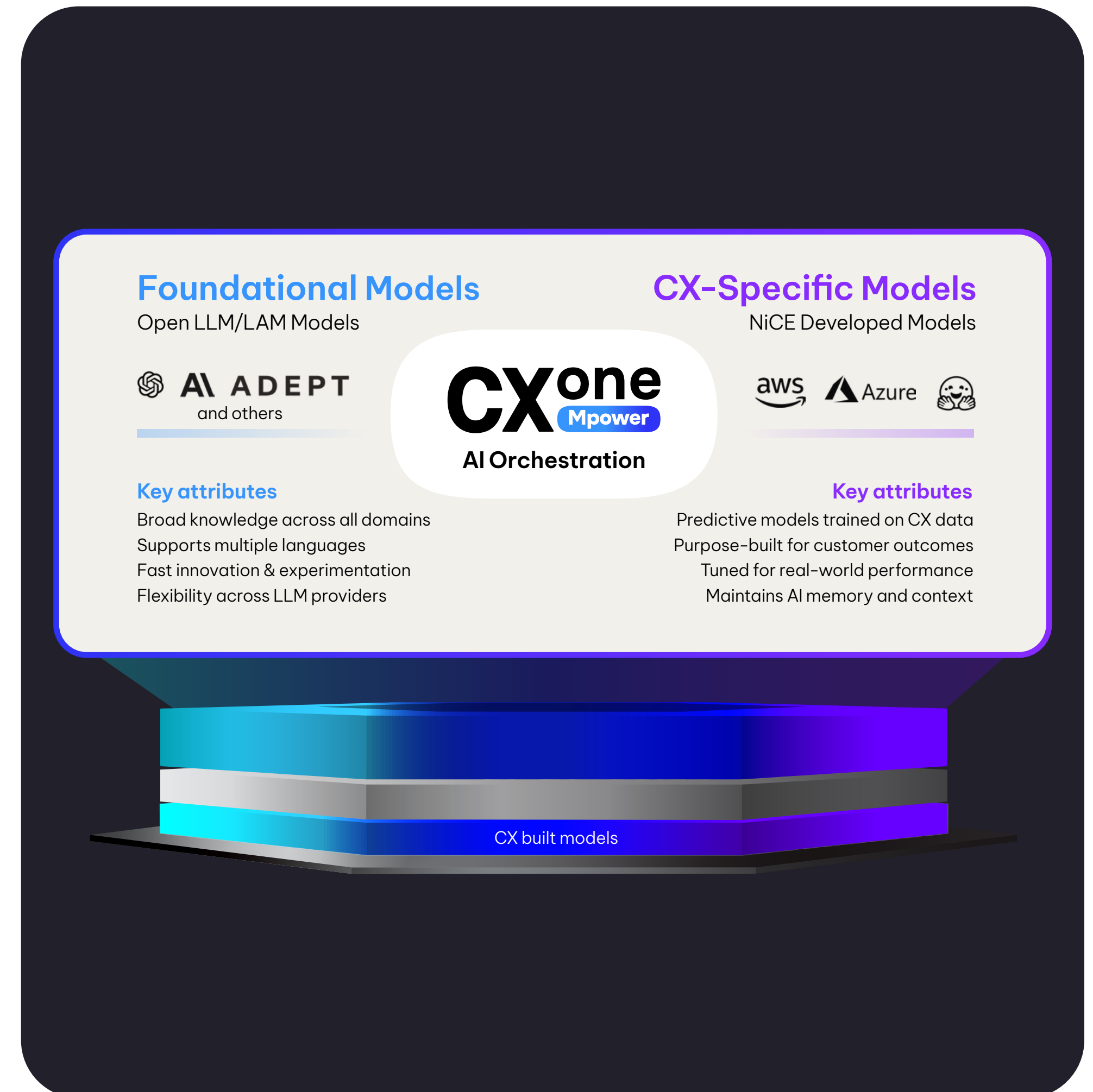
Our AI orchestration optimizes efficiency and effectiveness by using multiple models designed for the latency, cost, and performance requirements of different use cases across the customer experience. For example, for real-time performance, ultra-low latency is applied to conversational intelligence while low latency is applied to auto-summarization, where near-real time performance fits the need.

This is what makes CXone Mpower so powerful – it delivers **AI that's flexible enough to adapt, smart enough to act, and precise enough to deliver real business outcomes at scale.**

## Combine the best of both worlds – open LLMs and CX-specific AI.

CXone Mpower supports open LLMs to deliver broad language capabilities, rapid innovation, and the ability to act, not just generate responses. We give you access to the latest foundational model advancements from providers like OpenAI, Anthropic, and Adept AI. But that's just the half of it.

Our AI orchestration combines the power of LLMs with our own advanced, domain-specific AI models that are trained on real customer service interactions. They deliver optimal performance on customer service use cases, enriching LLM prompts and guiding foundational models toward better outcomes.



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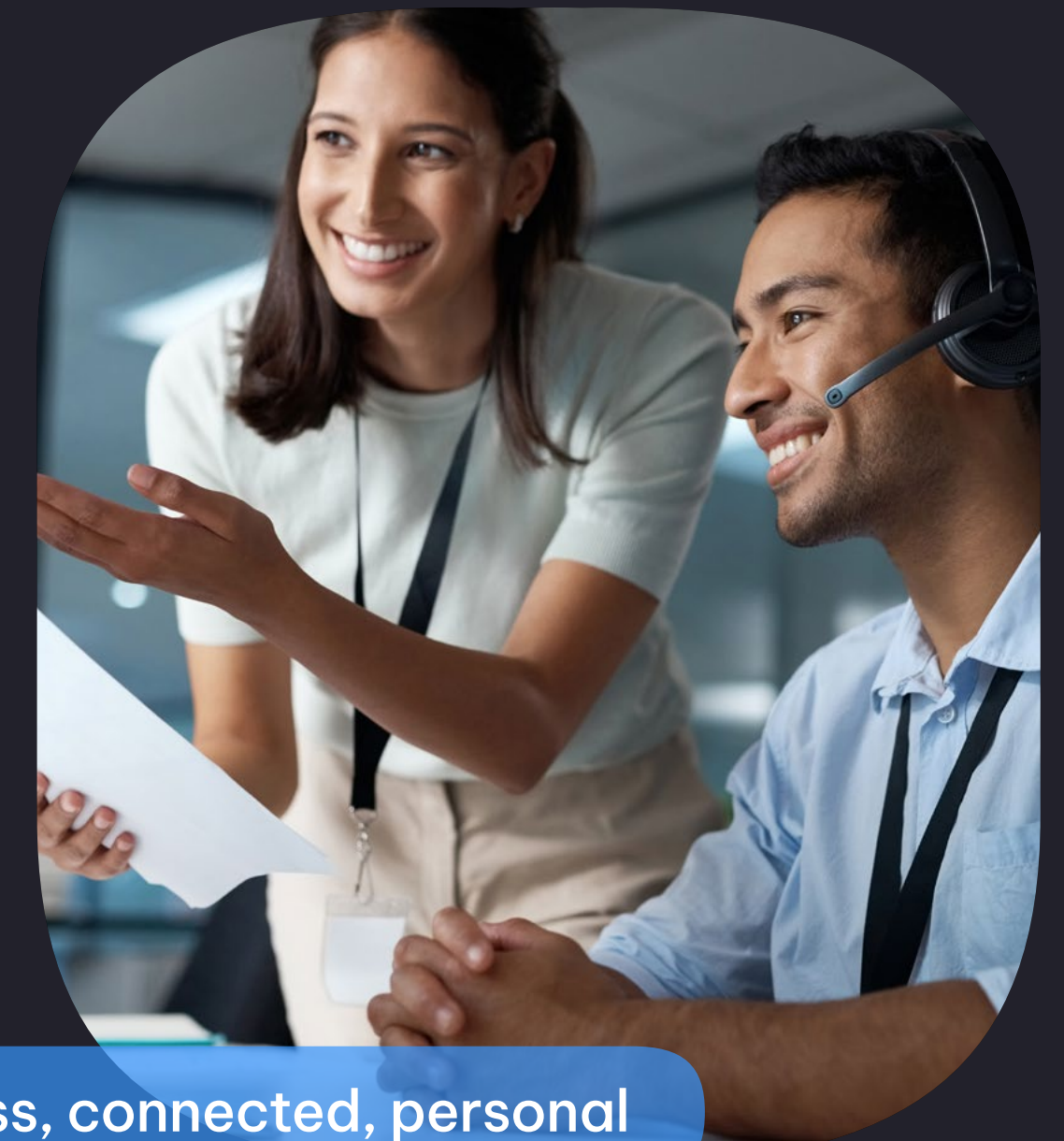
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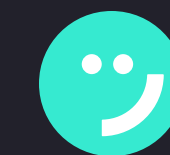
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“ The elements of AI that are embedded in [NiCE CXone Mpower] solutions meant we were able to advance on our AI roadmap further than we had anticipated.”

**John Wells**  
Contact Center Director,  
Carnival UK



Seamless, connected, personal



That's NiCE!



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“ AI is fueling not just automation, but acceleration. We now have a foundation that supports innovation across the entire customer journey.”

**Brock Christensen**  
VP of Operations,  
Bamboo Insurance



1. 2. Store and recall content to personalize every customer interaction with Experience Memory

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# Store and recall content to personalize every customer interaction with Experience Memory



1. 2. Store and recall content to personalize every customer interaction with **Experience Memory**

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## When you remember, you **deliver faster service and increase customer happiness**

49% of consumers say faster service is the main way AI can make them happier, while 55% of time is saved when using AI for customer service<sup>5</sup>



1. 2. Store and recall content to personalize every customer interaction with **Experience Memory**

3. 4. 5.

## Why should you care?

When you don't remember a close friend's birthday, that's a fail. Now imagine you have thousands of best friends. That's why Experience Memory is a must-have, because if you want to improve loyalty and grow revenue, you need to demonstrate your own loyalty by knowing your customers – and treating them like your best friends.

Experience Memory **recalls customer history, intent, and preferences** so you don't have to ask, and your customers never have to repeat themselves. Every experience feels personal and connected. Experience Memory **powers faster, proactive, and memorable experiences at scale**, creating the “wow” effect: **“Wow! They know me. They get me. They really care about my needs.”**



**“When companies remember their customers, it feels personal. It feels intentional. It’s how simple transactions become long-term relationships, and how loyalty is earned.”<sup>6</sup>**

**Andy Traba**  
Vice President Product Marketing  
NiCE



1. 2. Store and recall content to personalize every customer interaction with **Experience Memory**

3. 4. 5.

# AI should remember, learn, and act, so your customers don't feel like just a number

CXone Mpower is intelligent memory in action. Learning from every interaction and remembering every detail, CXone Mpower with Experience Memory delivers consistent, human results with speed, precision, and care. That's not all. It also understands your business goals, customer journeys, and operations.

For consumers, CXone Mpower with **Experience Memory means shorter waits, fewer handoffs, and more accurate, proactive, personalized responses.** Consumers enjoy reliable, human-like service across all channels 24/7, even when automated.

By remembering, learning, and acting across every solution, the platform delivers what we call "compounded intelligence." This refers to the layering and coordination of multiple types of intelligence and memory to create more context-aware and adaptive customer interactions.

"We built CXone Mpower to do what great experiences do: remember, anticipate, and act. But unlike people, the platform can do it across every customer, every channel, and every outcome."<sup>6</sup>

**Jeff Comstock**  
President, CX Product & Technology  
NICE



1. 2. Store and recall content to personalize every customer interaction with **Experience Memory**

3. 4. 5.

“Increasing our quality and our speed to resolution were the top opportunities, because we all know that when a premium brand resolves a customer’s issue, they feel warm and fuzzy. And when the customer sees that a brand is proactive about that resolution, it makes them feel that every dime they spent was worth it.”

**Ryan Stanard**  
Global Director of Customer  
Enablement and Engagement  
Bose

***BOSE***



- 1.
- 2. Store and recall content to personalize every customer interaction with **Experience Memory**
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# Experience Memory: redefining CX for magical moments

There's something magical about customers being remembered. It turns one-time customer transactions into long-term relationships. In any business and industry, that's pure gold.


When it comes to creating a magical world for customers, no brand sets the standard like Disney with Walt Disney World. "The value of the experience lingers in the memory of any individual who was engaged by the event," according to Disney Institute's "Be Our Guest: Perfecting the Art of Customer Service."

NiCE helped Disney Streaming make sure customers get the same consistent experiences no matter which of its streaming services they enjoyed: Disney+, Hulu, ESPN+ or Star+. CXone Mpower Experience Memory is a significant part of those experiences. It's what turns one-off automation into a lasting competitive advantage.

With 10,000 agents around the world, Disney Streaming made an impressive business pivot, centralizing business operations with a scalable AI platform that enables all brands and regions to come together and efficiently support a 100% remote team.

"With NiCE, we've **transformed our customer support at scale**, by leading with self-service, optimizing operations, and redefining viewer experiences."

**Arun Chandra**  
SVP Customer Experiences  
Disney Streaming



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3. Optimize results across a complete suite with **connected intelligence**

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# Optimize results across a complete suite with **connected intelligence**



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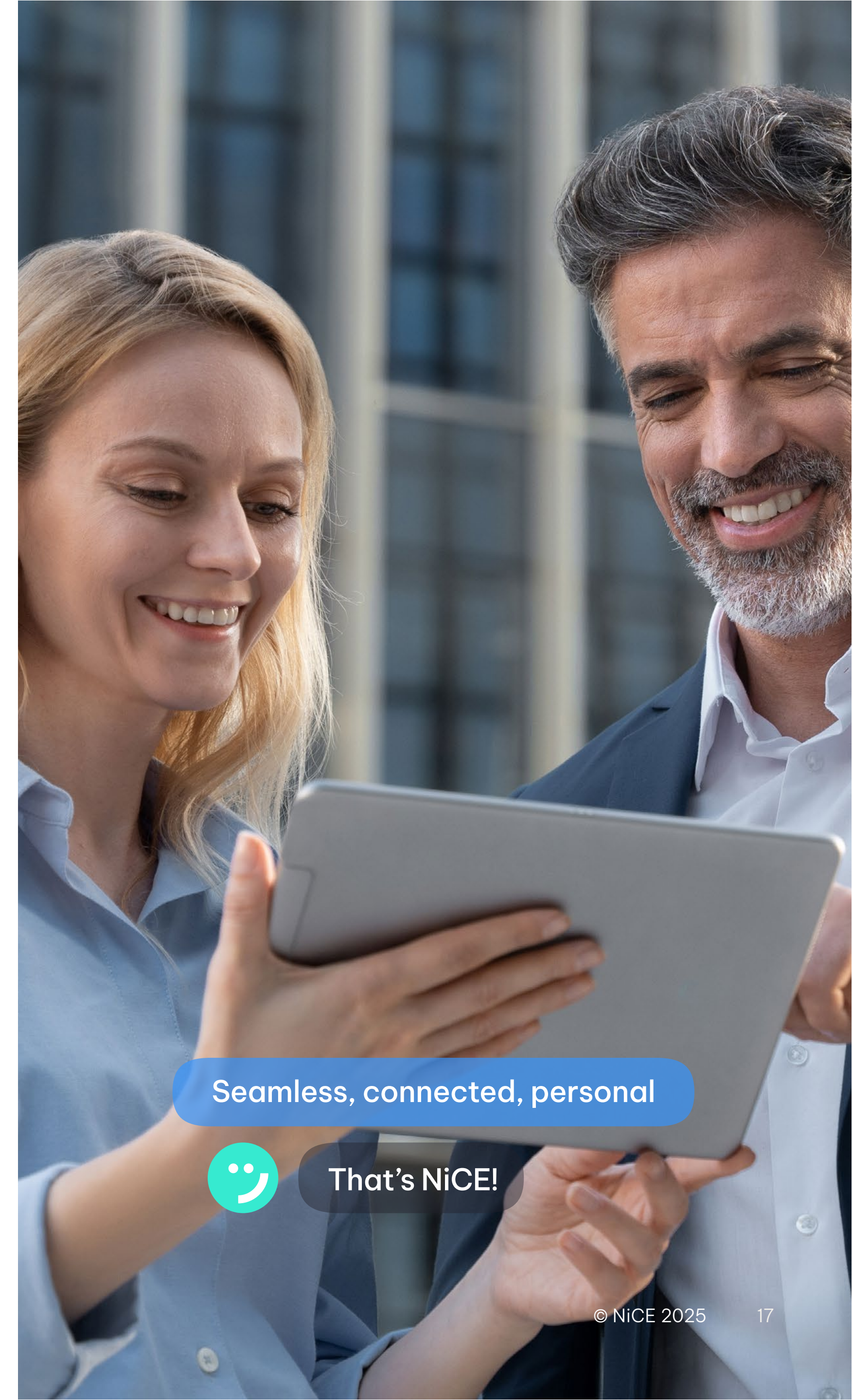
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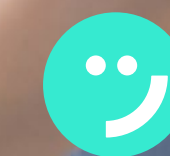
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## Connected intelligence powering agentic AI drives smarter actions at every step of the customer experience.

**Gartner** predicts that by 2029, “agentic AI will autonomously resolve 80% of common customer service issues without human intervention, leading to a 30% reduction in operational costs.”<sup>7</sup>



Seamless, connected, personal



That's NiCE!

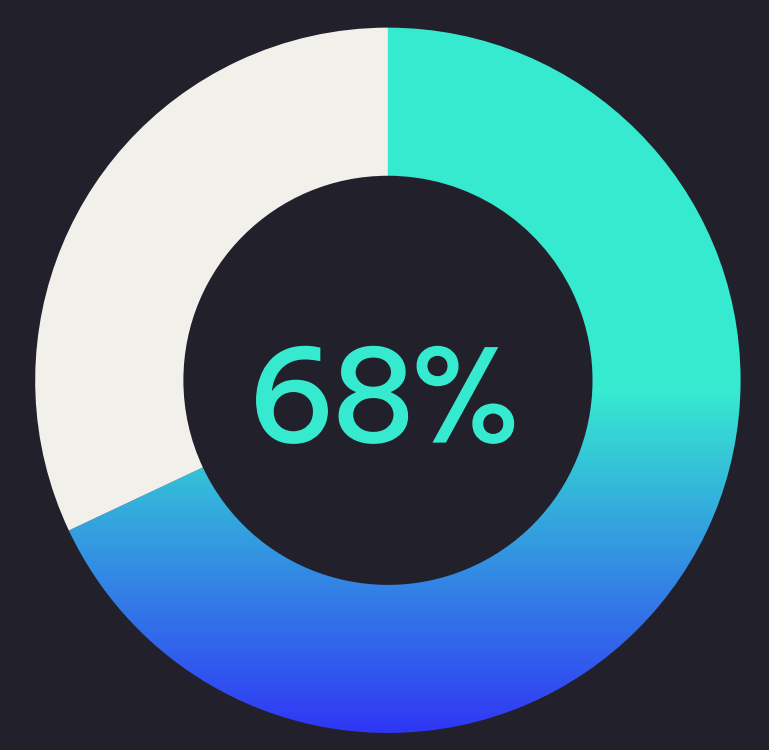
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## What's at stake?

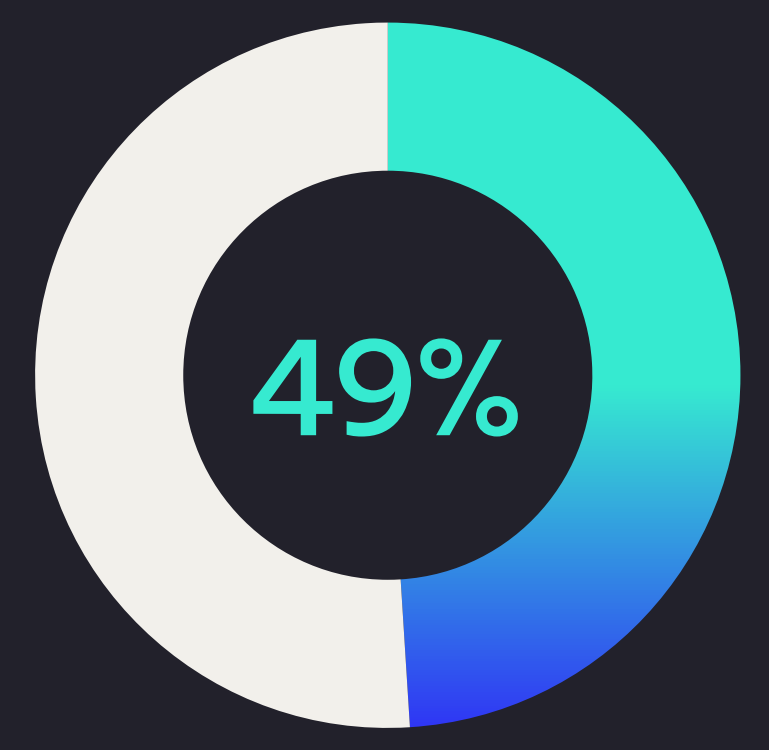
Connected intelligence is the fuel that fires agentic AI systems across a unified AI platform, **synchronizing every customer moment and operational workflow for maximum efficiency and effectiveness.** Without it, CX AI transformation efforts are disconnected at best and cannot meet their full potential.

Point solutions and isolated pilots may lead to short-term gains, but **siloed efforts on legacy systems demand continual system adaptation making them difficult if not impossible to scale.** What's more, because they don't talk to each other, point solutions create fragmented experiences, extra work, and time wasted by your employees and customers.

An AI platform built with intelligence at the core that's connected to every agentic workflow and every application is a must-have for experience transformation and sustainable ROI.



68% of IT professionals reported **data silos as a top concern.**<sup>8</sup>



49% of organizations cite **slow service due to fragmented data,** pointing to lack of unified customer insights for connected intelligence across all touchpoints.<sup>9</sup>



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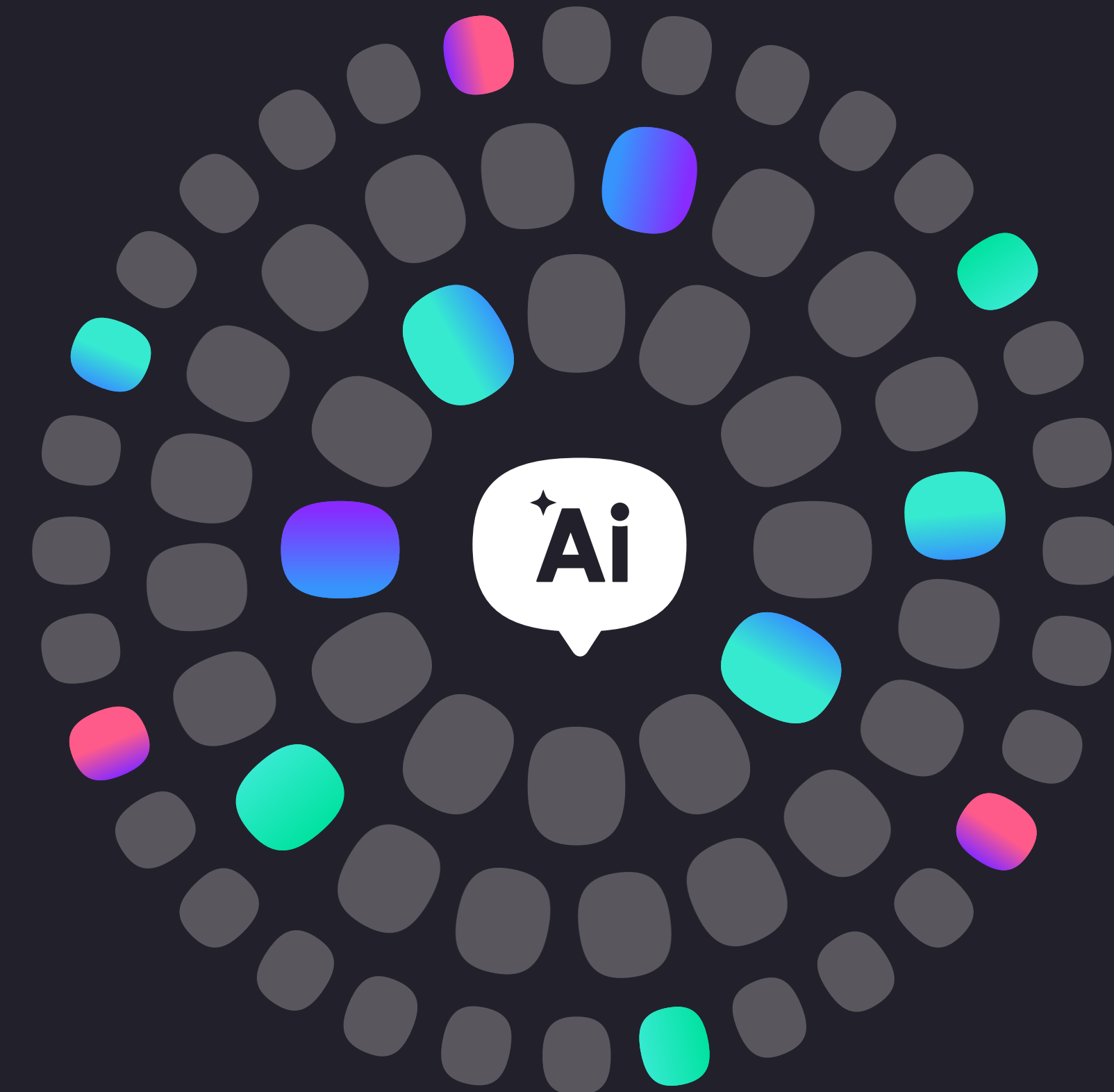
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## What should organizations look for?

Success with AI doesn't come from a single feature, it comes from intelligence that flows through a unified AI platform. Every CXone Mpower capability, virtual agents, agent assistance, quality, workforce management, analytics, automated workflows, and more, run on the same **unified foundation**.

Unlike point solutions, NiCE domain-specific AI doesn't just solve isolated problems, it streams connected intelligence across the CXone Mpower platform, **the CX AI platform with the most complete suite of feature-rich applications**. Every application works better together, and this improved performance compounds over time, feeding proactive service optimization. The more you use AI, the smarter everything gets. Each solution feeds back into the data lake for continuous learning.

With connected intelligence, consumers get consistency, employees get confidence, and your business gets more efficient and effective with every unique moment along the service continuum – from intent to resolution.



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# With CXone Mpower's connected intelligence **Blue Cross of Idaho:**

"With NiCE's data integration, automation and real-time guidance, we knew we'd hit a gold mine."

**James Mills**  
IT Supervisor  
Blue Cross of Idaho



Reduced general AHT by **17%**



Reduced AHT for specialized calls up to **87%**



Achieved over **\$250,000** in annual savings

"AI is not a replacement for human interaction—it's the tool that helps us be more efficient and find answers faster. The AI-enabled solutions from NiCE help us build confidence and accuracy in the background, giving agents, supervisors, and customers a more streamlined and impactful experience."

**Brock Christensen**  
VP of Operations  
Bamboo Insurance



1. 2. 3. 4. Bring your own data, models, and apps on an open and flexible foundation

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# Bring your own data, models, and apps on an open and flexible foundation



## What's in it for you?

An open and flexible customer service AI platform is a must-have to meet your unique needs now and in the future. Every customer has different systems, tools, and data sources. No one is starting from scratch.

To consistently produce the seamless and personalized experiences that customers expect, the right intelligence needs to be at your agent or bot's "fingertips" exactly when it's needed, through a **single pane of glass**. Because transfers, long hold times, and call backs are outdated for the world's leading brands.

A flexible platform with pre-built connectors for external data, models, and apps lets you **quickly plug into your existing systems and expand as you grow**, making your present assured and your future unlimited.

**Scale fast, stay distinct, and innovate on your teams with an open and extensible platform.**



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4. Bring your own data, models, and apps on an **open and flexible foundation**
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# Extend the platform **your way, any way**

Because each business operates differently, NiCE built CXone Mpower to be **fundamentally open and flexible**. Bring or build your own AI models; connect external data; and easily plug in third-party applications, like CRM, virtual agents, transcription, proactive engagement, agent assist, and more, with pre-built connectors.

Crucially, once connected, these components become intelligent extensions of the platform. Our AI understands, automates, and orchestrates workflows to take action and complete tasks across your entire, unique service operation, including your custom elements.

This is flexibility supercharged by real-time intelligence, allowing you to **innovate at speed** while preserving and enhancing what makes your business distinct.

**CXone Mpower**  
**AI platform for CX**

Access a vibrant ecosystem, connect exactly what you need, and leverage robust core functionality to break down silos, streamline workflows, and enhance experiences through a single pane of glass— one brand, one experience, every time.



Connect what matters.

Your tools, your data

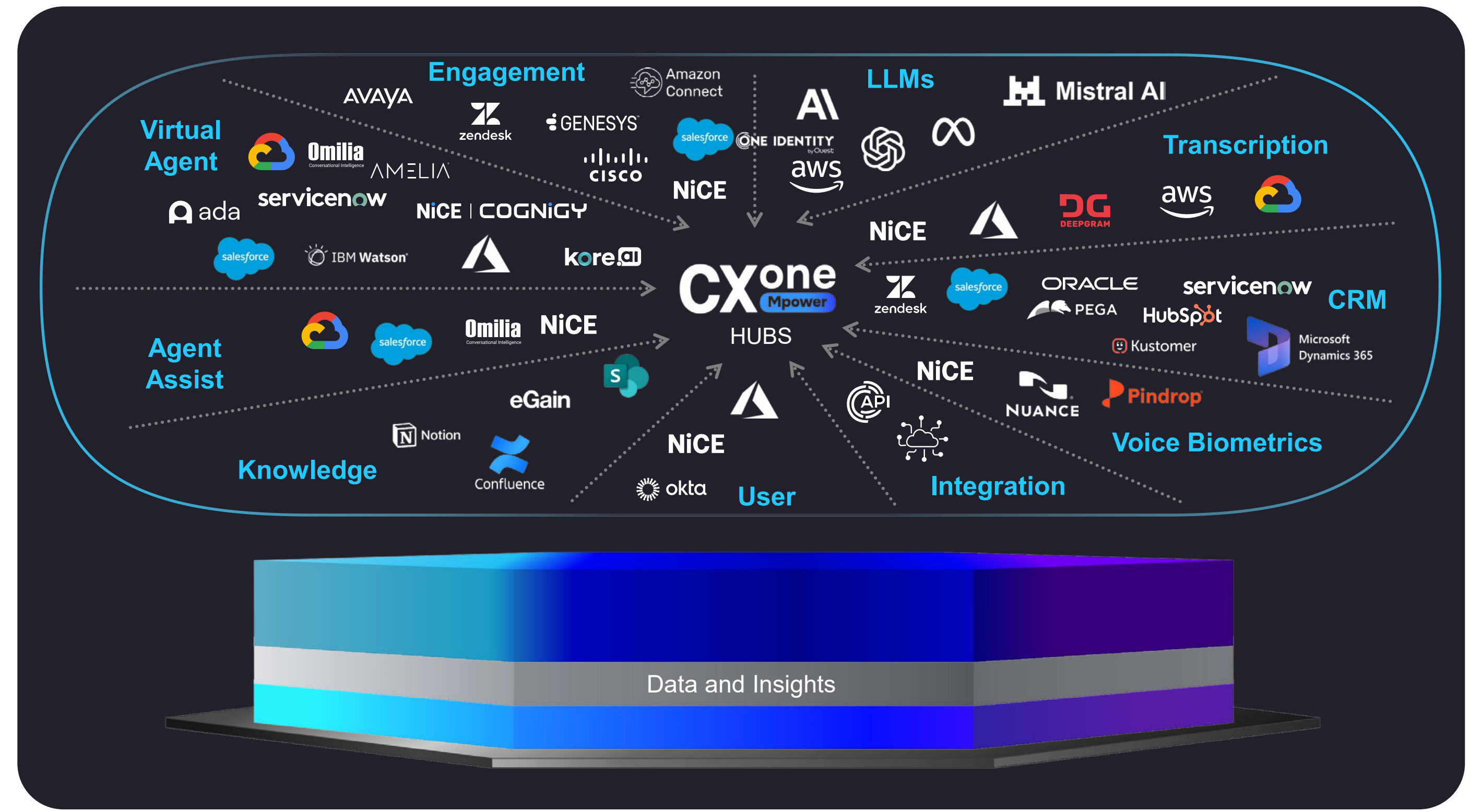
fully connected.



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4. Bring your own data, models, and apps on an open and flexible foundation
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# Open and flexible by design

Bring your own AI models, plug in third-party applications, connect external data, and migrate on your own terms with CXone Mpower Hubs



1. 2. 3. 4. Bring your own data, models, and apps on an open and flexible foundation

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“It’s really been fun watching the system be able to do just about everything we have asked it to do.”

**Amy Handlan**  
Call Center Engineer  
General Motors



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5. Track ROI in real time with built-in AI observability

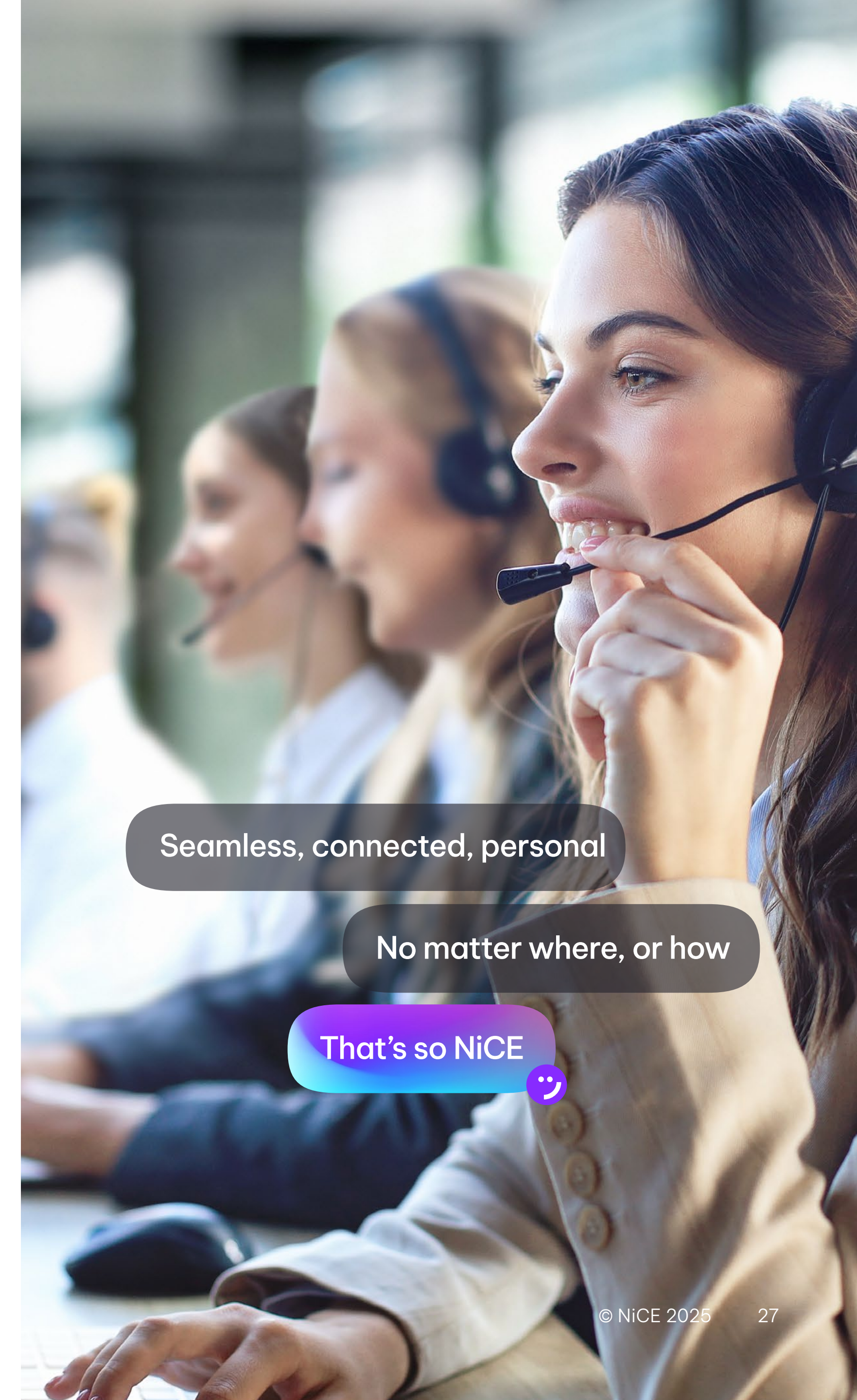
# Track ROI in real time with built-in AI observability



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5. Track ROI in real time with built-in AI observability

63% of data leaders have GenAI in pilot or production, yet just **23% and 20%** use AI observability to support chatbots and content generation, respectively.<sup>10</sup>

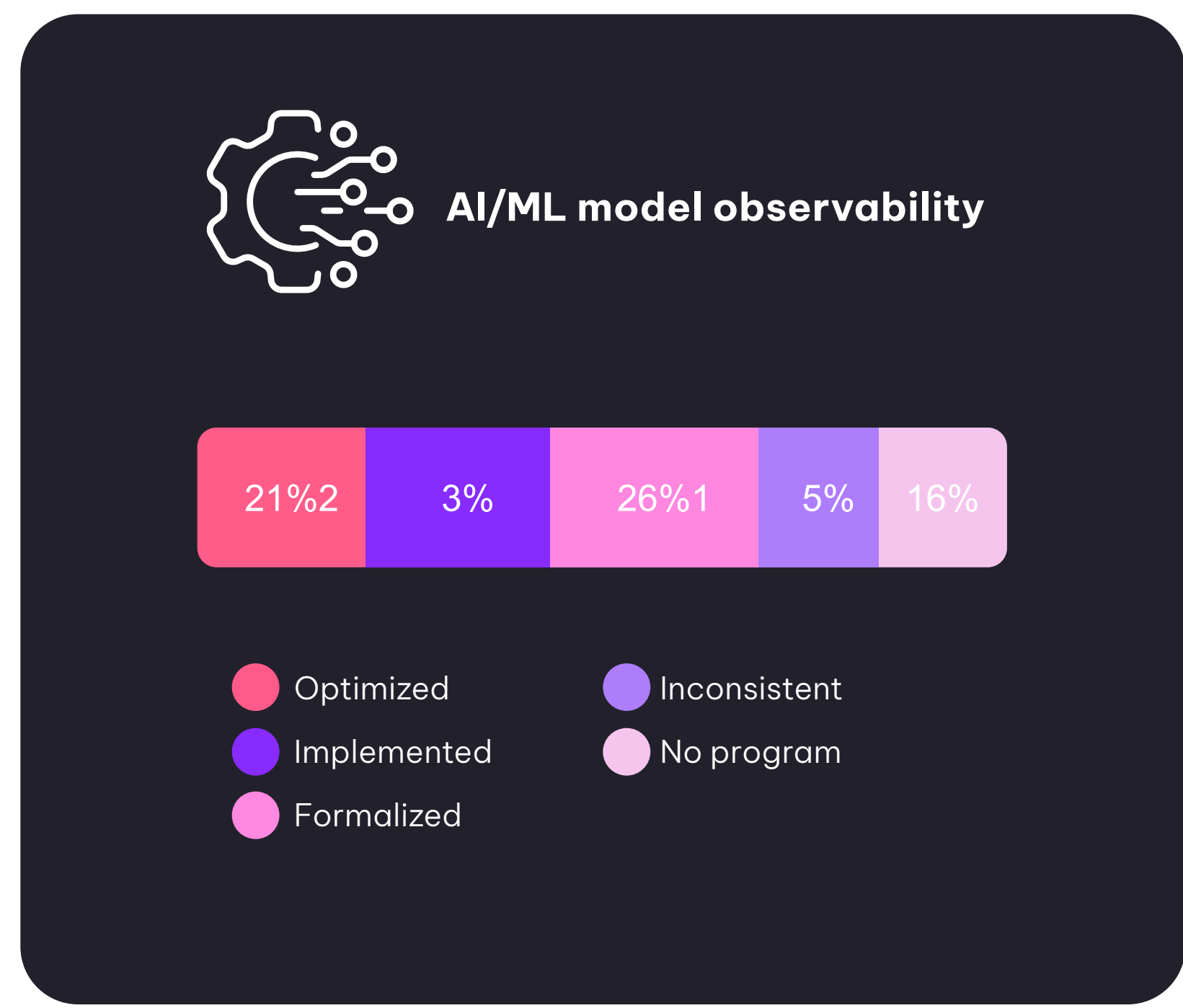
**It's time to close the gap between AI use and AI observability** to drive iterative improvements and sustained value creation.



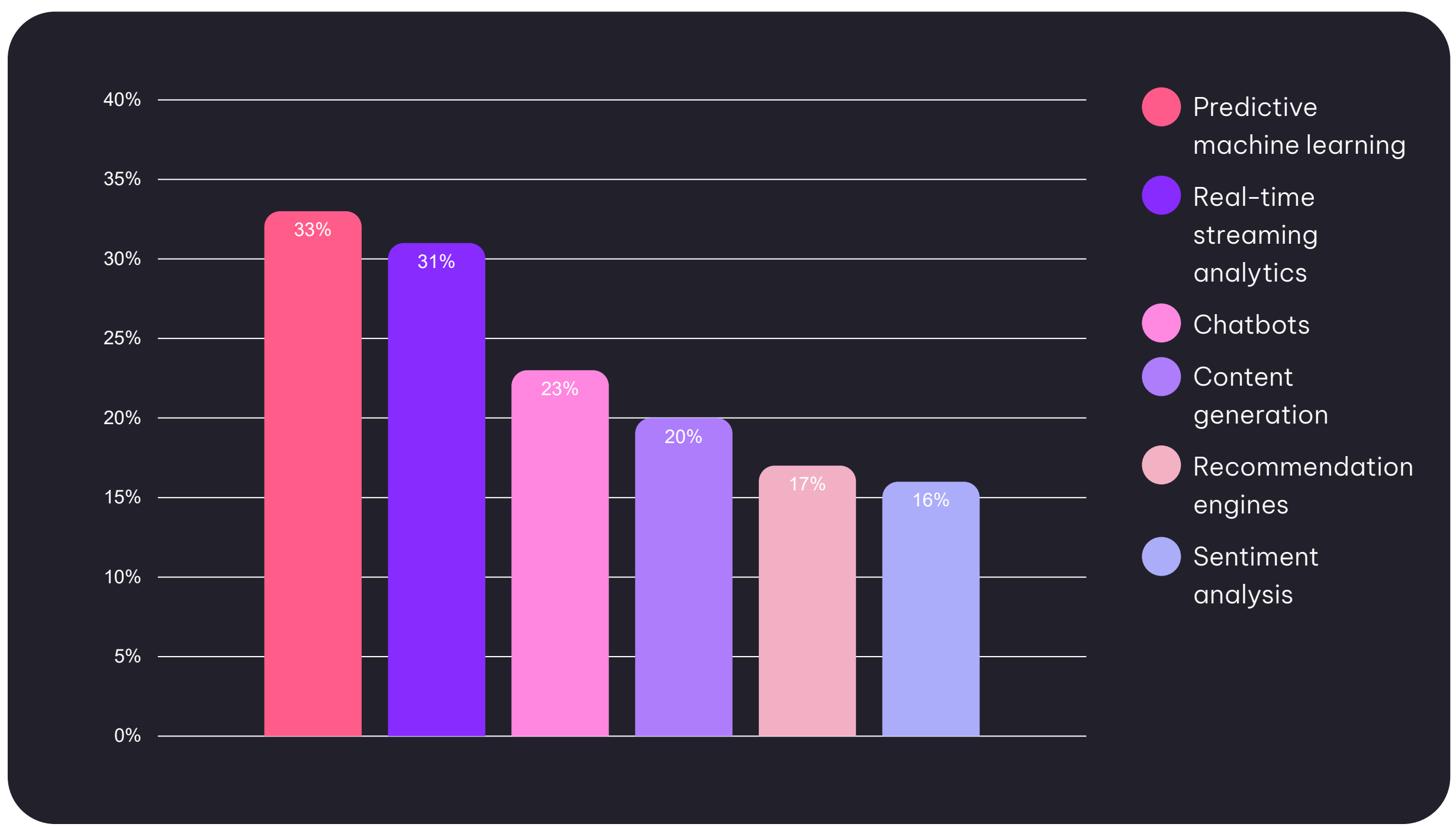
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# AI observability adoption trends

How would you describe the AI/ML observability programs in your company?<sup>10</sup>



What are your organization's primary use cases that require observability?<sup>10</sup>



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5. Track ROI in real time with built-in AI observability

## Why it matters now

The reliable saying, “If you can’t measure it, you can’t improve it.” certainly applies to AI in CX.

AI observability refers to the ability to monitor, understand, and improve AI systems in real-time. In customer service, it provides crucial visibility into how AI-driven tools (like agent assistance, virtual agents, and automated workflows) are performing.

**AI observability brings visibility, control, and accountability to AI-powered customer service.**

It identifies automation opportunities, improves the customer experience, and drives smarter operations. As AI scales in customer service, observability is essential—not just a nice-to-have.



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- 5. Track ROI in real time with built-in AI observability

# Proactive AI observability: identify, improve, show value

CXone Mpower gives you built-in proactive AI observability, guiding you on where and how to apply AI to achieve your business results. For example, our AI observability understands customer intents at scale. It analyzes conversational data, like voice calls and chat interactions, and automatically identifies and prioritizes opportunities best suited for automation based on metrics like volume, duration, and sentiment.

The platform then shows you how AI is being used, where it's driving impact, and how it's tracking against your goals. Dashboards show adoption, performance, and value, all in real-time. So, you're not relying on intuition. You're managing AI like every other strategic asset.

**With CXone Mpower AI observability, prove the value in AI and its ROI by tracking performance** and comparing yours against industry benchmarks. Confidently see exactly what's working and what's not to make smarter investments.

### Efficiency, consistency, centralized AI governance

The NiCE platform approach to both AI observability and AI orchestration ensures superior efficiency, consistency, and centralized AI governance across all CX touchpoints.

### AI model performance

The world of AI is moving at an incredible pace. New models and improvements are released almost daily. Our flexible, modular infrastructure allows us to rapidly implement these advancements by quickly swapping out or upgrading LLMs as needed. When a new, more powerful model becomes available, we can integrate it within days or even hours, not months.

### Real-time monitoring

Our system continuously monitors the performance of LLMs in production, alerting us to any issues or unexpected behaviors.

### Fail-safe mechanisms

We've built a failsafe protocol to ensure safety and security across all models. If an LLM starts performing poorly, our system can automatically fall back to a previous, stable version.

### Automated testing pipeline

When we integrate a new model, it goes through our comprehensive testing framework, ensuring it meets our high standards. This massively accelerates our ability to build and deploy AI.

NiCE is LLM agnostic. We're driven to use the right LLM for the right job as part of CXone Mpower's AI orchestration engine. To ensure the right LLM is used for each customer service moment, we evaluate accuracy, speed, and cost to help identify the best general-purpose AI models for each customer service workflow need.

Speed                      Cost

   Accuracy



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5. Track ROI in real time with built-in AI observability

“As enterprises move from experimentation to production deployments, AI observability is a must-have.”<sup>11</sup>

**Ian Jacobs**  
VP & Lead Analyst  
Opus Research

 **opusresearch**








# Will you leverage AI to outpace your competitors, or will your competitors outpace you?

Now is the time to think holistically to realize transformative change.<sup>2</sup> Build a genuine and sustainable competitive advantage with AI on a purpose-built CX AI platform.

Those who use AI for CX extensively are 41% more likely to report that **AI brings significant value to their company**. In fact, they are 43% more likely to **improve customer satisfaction** and 62% more likely to **improve sales**.<sup>13</sup>

Synthesize these top five strategies to create the ultimate purpose-built AI platform that powers every experience, every action and every outcome with contextual precision and accuracy on a foundation for **real, scalable transformation**.

## Maximize the value of AI in CX with an AI platform with:

-  AI orchestration
-  Experience Memory
-  Connected intelligence
-  Open and flexible by design
-  AI observability

“The pace of AI-powered transformation is such that traditional operations simply can’t keep up, and brands are having to **fundamentally rethink and reimagine how they deliver customer service** for the exponential consumer. With this comes a potentially transformational opportunity for brands who embrace CX platforms that embed purpose-built AI to elevate customer experiences while achieving **significant productivity gains and savings**.”

**Jeff Comstock**  
President, CX Product & Technology  
NICE

Leading companies like **H&R Block, Charles Schwab, and Carnival UK** have shared firsthand how CXone Mpower empowers them to **scale smarter, accelerate service delivery, and fundamentally redefine how they engage with their customers**.

“Real transformation happens when we empower teams, elevate technology and rethink experiences. NICE has helped us reimagine CX, meeting today’s demand for digital self-service while advancing our AI and automation.”

**Brendan Mulryan**  
VP Customer Care  
H&R Block



# How NiCE can help.

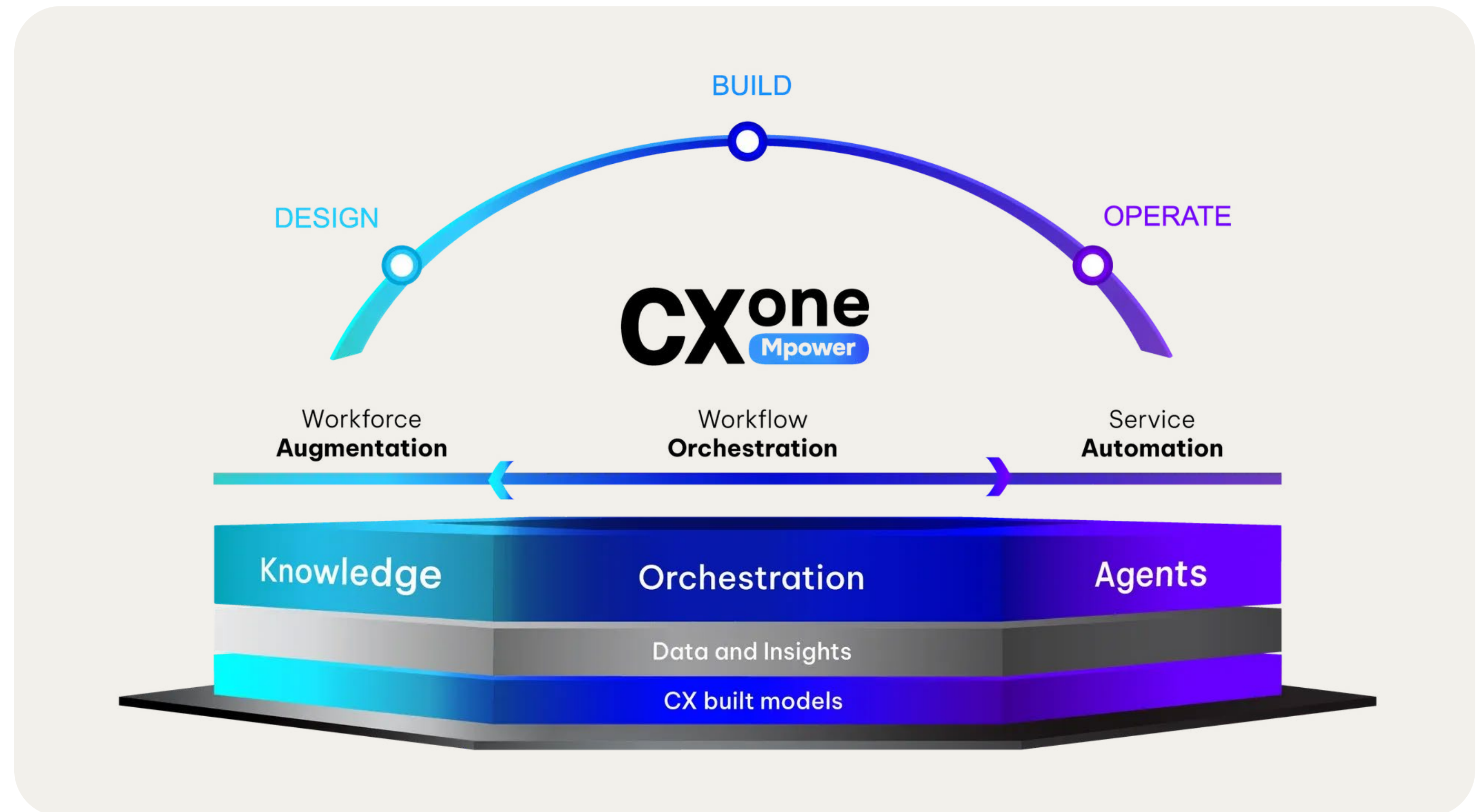
NiCE CXone Mpower is the AI platform for CX. Built in the cloud, it replaces legacy limitations with speed, scale, and innovation. It drives AI transformation across the enterprise by automating service from intent to fulfillment, augmenting the workforce with real-time intelligence, and orchestrating workflows on one unified platform.

With AI at the core, CXone Mpower delivers transformation that compounds value over time. Every interaction, workflow, and decision makes the next one smarter, driving measurable ROI through growth, efficiency, and loyalty.

Only NiCE unites generative and CX-specific AI, orchestrated in real time to apply the best intelligence for every use case. This connected intelligence flows across the most complete CX suite in the industry, powering transformation with precision and scale.

Unlike fragmented Frankenstacks or on-prem systems, CXone Mpower is open, extensible, and observable by design. It's the foundation for thriving in the exponential age of CX, where only a unified AI platform can deliver real transformation at scale.

Speak to an expert





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TOP FIVE STRATEGIES TO

# Maximize the Value of AI in CX with an AI Platform

## Unlocking AI transformation at scale

### 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.

