

Accelerating CX Intelligence with AI

A Financial Institution's Journey with NiCE Interaction Analytics

A major U.S. bank serving millions of customers through more than a thousand agents faced a frustrating paradox: despite handling over 16 million calls annually, it lacked a clear understanding of what customers were truly experiencing. Manual queries and surveys offered only partial views, and the time required to maintain them made it hard to keep up with business needs.

The solution wasn't more data; it was better technology to make sense of it. By shifting from labor-intensive, rules-based methods of analysis to a generative AI-powered analysis, the bank fundamentally changed how it listens, learns, and acts on customer needs. With NiCE Interaction Analytics and Topic AI, it quickly turned raw interactions into actionable insights.

01 Before

Too much data, too little insight

The bank wasn't short on data, but it did lack clarity. While it had implemented Interaction Analytics, the process of uncovering insights relied heavily on manual keyword-based queries. Analysts had to anticipate every possible way a customer might express an intent, a task made even harder by the diversity of language across channels and regions.

This approach was effective for its time, but it was resource-intensive and rigid. Two full-time analysts spent much of their effort managing and updating queries, leaving little room for deeper exploration. The bank could see call volume and basic outcomes, but not the underlying reasons customers were calling, the actions agents were taking, or how calls were truly being resolved.



12% improvement
in categorization
accuracy



8% increase
in call coverage



4000+
hours saved



02 Desire to change

A shift to proactive, data-driven CX

Leaders across CX, product, and operations recognized the need for a more scalable and responsive approach. They wanted real-time insight not just into what was happening, but why. That meant going beyond rules-based analysis and adapting quickly, understanding nuance, and surfacing patterns that manual methods missed. Their goal was to get a broader view of the customer experience, especially in areas where insights were more difficult to surface or feedback was sparse.

03 NiCE solution

AI-powered understanding at scale

Working with NiCE, the bank launched a speech analytics pilot powered by Interaction Analytics with the new innovative Topic AI feature. Instead of relying on a team to build and maintain complex queries, Topic AI used generative AI and purpose-built models to automatically classify interactions and create a structured hierarchy while identifying intents, events, and outcomes in each interaction.

With industry-specific models trained on over 30 years of labeled CX datasets, the system recognized variations in how customers communicated similar ideas and grouped them under consistent themes, improving both accuracy and coverage with far less manual effort. The bank expanded the program enterprise-wide. With 100% of calls now analyzed automatically, they can explore customer intents, agent actions, and outcomes (including sentiment and resolution)

in near real time. Integrated dashboards deliver insights automatically enabling teams to spot trends, monitor performance, and drill down into specifics quickly.

04 Results

Faster insights, smarter teams, stronger outcomes

The impact was immediate and measurable. Call categorization accuracy improved by 12%, and call coverage improved by 8%. What once required two full-time analysts was set up by a single analyst in about 40 hours thanks to the automation and intelligence of NiCE Interaction Analytics.

With Topic AI, the team no longer had to guess what customers were saying. The platform surfaced insights faster, more accurately, and revealed patterns analysts previously wouldn't have thought to look for. It also reduced blind spots by detecting emerging themes like friction points and process issues, giving teams earlier visibility and more time to respond.

Insights that once took weeks to uncover now appeared in near real time. When a product change lowered call volume, data confirmed the cause. When sentiment dipped, teams could investigate instantly and course-correct. These faster cycles built trust across departments and enabled teams to validate, act on, and align around real customer feedback.

More than just an analytics tool, Interaction Analytics Topic AI became a catalyst for operational change. It helped unify how teams interpret customer needs and outcomes, ensuring that priorities are driven by a shared, consistent understanding of the customer journey.



05 Future

A foundation for AI-driven growth

What began as an analytics pilot is now a core capability, reshaping how the bank listens, learns, and responds. Next, the bank is focused on deepening its investment in tools like automated call summarization, event tagging, and Quality Central, NiCE's AI-powered quality management platform.

By integrating Quality Central into frontline workflows, the bank aims to close the loop between insight and action. Evaluation, coaching, and performance feedback will be streamlined and tied directly to the same interaction data already fueling analytics. That means coaching can happen faster, with clearer context, and be more targeted to the behaviors that matter most.

As NiCE technology evolves, so does the bank's ability to act with speed and precision, laying the groundwork for more intelligent, responsive customer experience management.

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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