CXone Mpower
Interaction Analytics

Built on data. Powered by AI.

Seamless, connected, personal

No matter where, or how

That's so NiCE

Gain immediate business results with out-of-the box insights

CXone Mpower Interaction Analytics boosts CX and drives better outcomes by automatically analyzing 100% of your customer interaction data and providing valuable insights out-of-the-box. Eliminate blind spots with breakthrough AI/GenAI to measure and gather insights on customer sentiment, identify churn risk, and uncover unknown product, process, and skill issues for faster resolution.

Leveraging the industry's largest customer experience dataset and 30 years of domain expertise, Interaction Analytics creates a unified view of the customer experience in a single interface with embedded reports and dashboards to organize, analyze and operationalize your data.

Improve customer loyalty & retention

Increase quality and compliance

Increase CSAT

Realize business value with Interaction Analytics

Improve sales effectiveness

Boost efficiency & reduce costs

" NiCE Interaction Analytics helped us find magic hidden in millions of customer calls, unlocking the secrets of our best salespeople and giving everyone a chance to win. We understand how sales champions influence customers to buy, and what makes the difference to customers."

—VOICE ANALYTICS MANAGER

Transform your data
into actionable insights

Automatically analyze 100% of interactions

- Analyze data across over 30 channels from voice to text to digital, including social
- Identify contact drivers, customer behaviors, competitive mentions, opportunities to improve agent performance and much more.

Improve CX with behavioral insights

Sentiment Analysis
Understand why customers are happy or unhappy and identify service, product or agent skill issues.

Customer Frustration
Understand why customers are upset, and predict when customers may escalate interactions or churn.

Identify root causes and trends

- Automatically identify important topics and discover unknowns in your interaction data
- Quantify topic frequency
- Correlate topics with metrics such as sentiment, repeat contact, and average handle time

Track and report on all data

- Gain clear, measurable insights with unified, pre-built dashboards and reports that can be customized for every role — from executives to frontline agents
- Understand customer trends and agent performance with out of the box models or customized reports

"Brands excelling in customer sentiment outperform their peers by an impressive 43 percentage points in stock returns over five years."

—*THE STATE OF CX: REAL INSIGHTS FROM THE LARGEST CX DATASET, 2024*
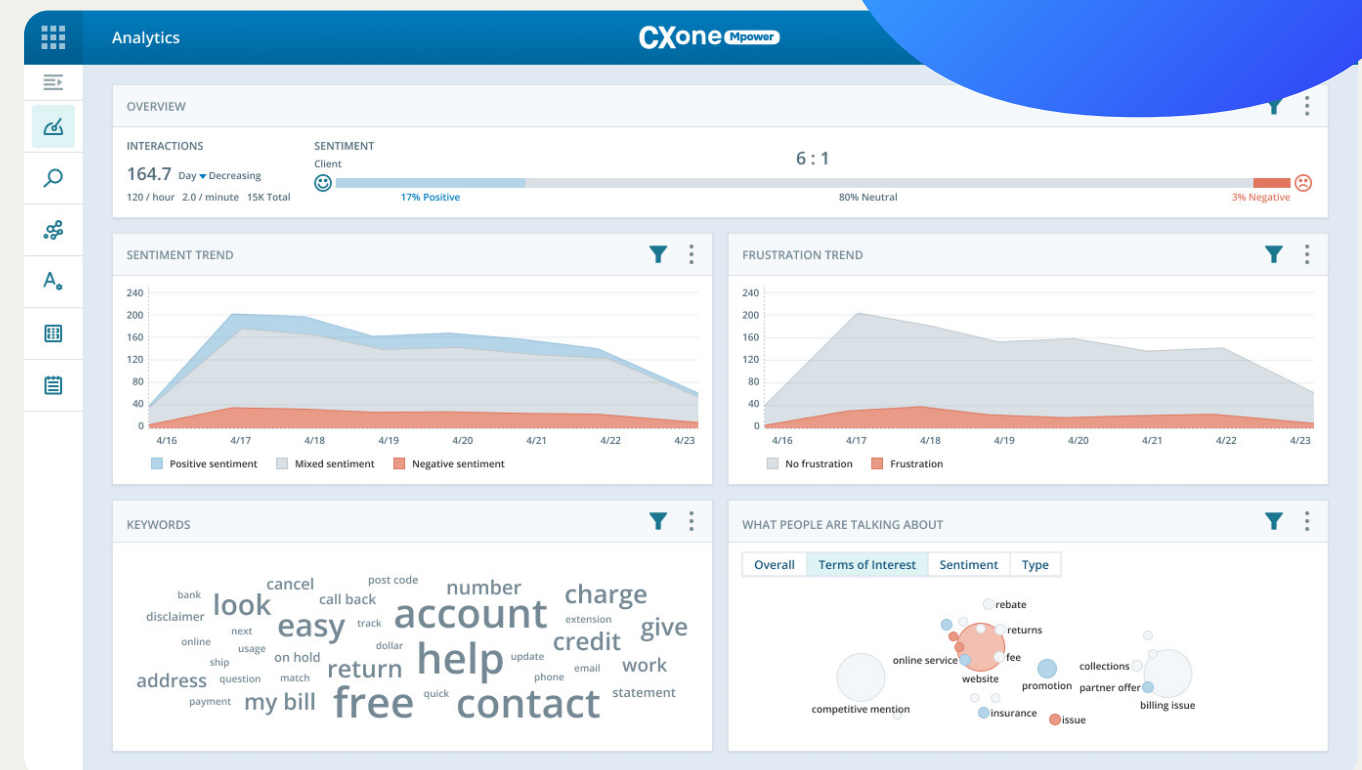
Benefit from the AI revolution

Take analysis to the next level with Interaction Analytics Advanced

Are you taking advantage of next gen AI technology revolutionizing today's analytics? Interaction Analytics applies highly precise, out-of-the-box industry specific models trained and validated on 30+ years of CX data to deliver business value on day one.

- Get higher quality insights faster
- Take action quicker
- Democratize your analysis and data
- Automate analysis to reduce manual effort

Improve CX with behavioral insights

Enlighten AI for CSAT
Automate agent behavioral analysis and empower agents by measuring the proven 9 soft-skill behaviors that drive CSAT.

Enlighten AI for Sales Effectiveness
Gain a holistic view of agent performance with objective scoring of sales skills and behaviors that impact revenue across 100% of interactions.

> "Interaction Analytics captures data and extracts insights we weren't previously able to access, eliminating blind spots across the enterprise."
>
> —CUSTOMER ANALYTICS LEADER

Automatically structure your data to deliver better insights

Use pre-built, out-of-the-box Intent and Activity Topic AI Models combined with LLM technology to analyze every interaction for intents, events, and outcomes. Automatically classify related words and phrases into a three-level hierarchy of categories, topics, and subtopics, providing greater accuracy and coverage while replacing manual category building.

Automate interaction topic classification with Topic AI

Easy to use, guided process
Automatically structure your organization's data — no expertise required

Customize and tune your data
Align your data structure around your organization, processes, and terminology

Drive ongoing value
Monitor topic frequency and correlate with metrics on intent and activity dashboards

Increase coverage
Improve handle times, reduce repeat contacts, and improve processes with Gen AI powered analysis of 100% of your interactions

Improve business agility
Act on your CX initiatives and opportunities for improvement quicker

69% of companies don't know why ALL their customers engage

—METRIGY

Clarify and search data with your own words

Ask Analytics

Ask Analytics delivers instant answers through natural language search and filtering—no technical expertise required. Just ask questions like "Show me all customers upset about returns," and get immediate, actionable insights.
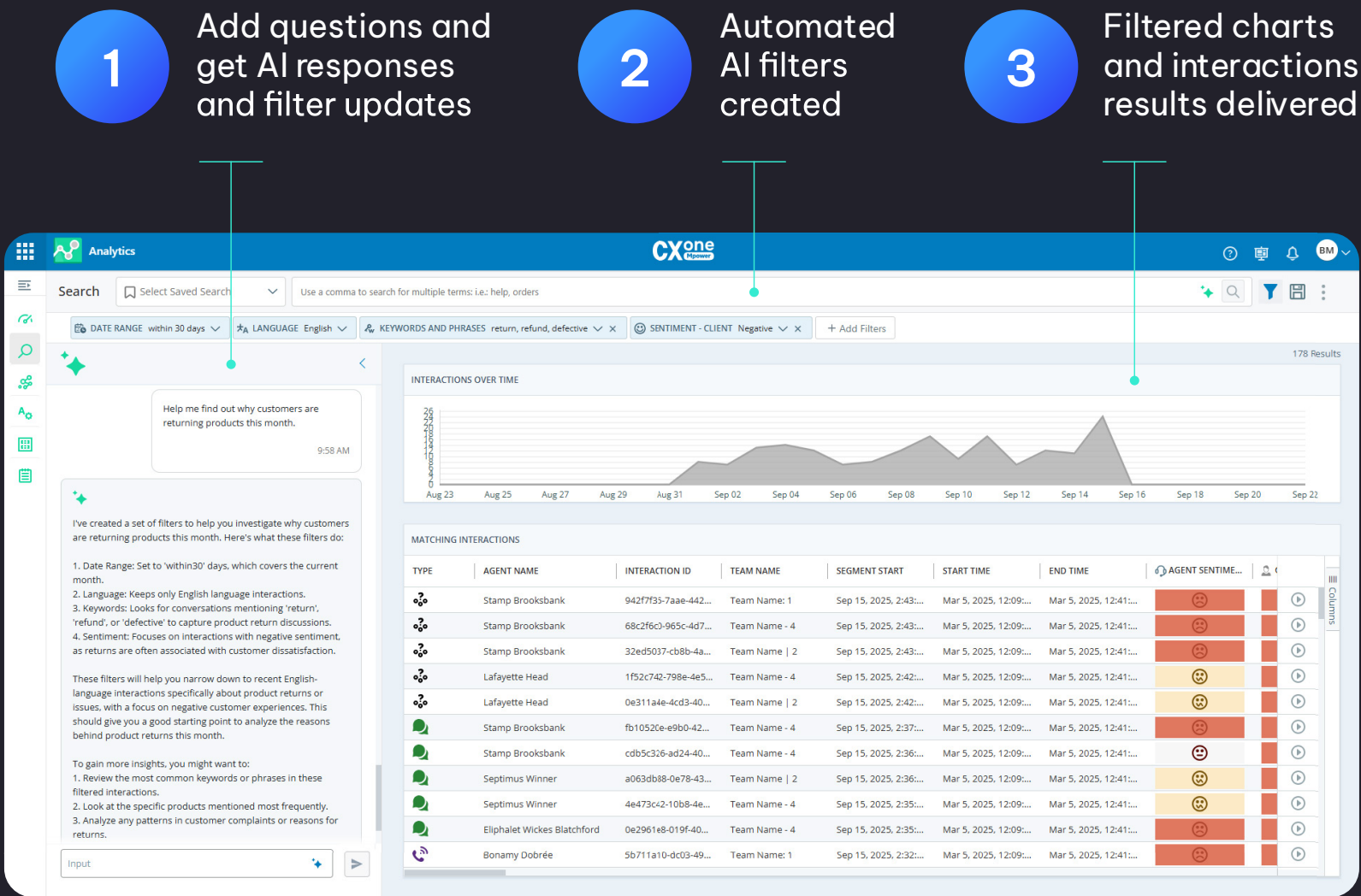
Access insights faster

Fast and easy access for all users to filter data to identify metrics, trends and performance outliers.

Conversational filtering

Create filters using a conversational chat window and view only the interactions that match the specific criteria.

Find the needle in the haystack

Filter interactions by topic, sentiment, language, channel, metrics and more.

1 Add questions and get AI responses and filter updates

2 Automated AI filters created

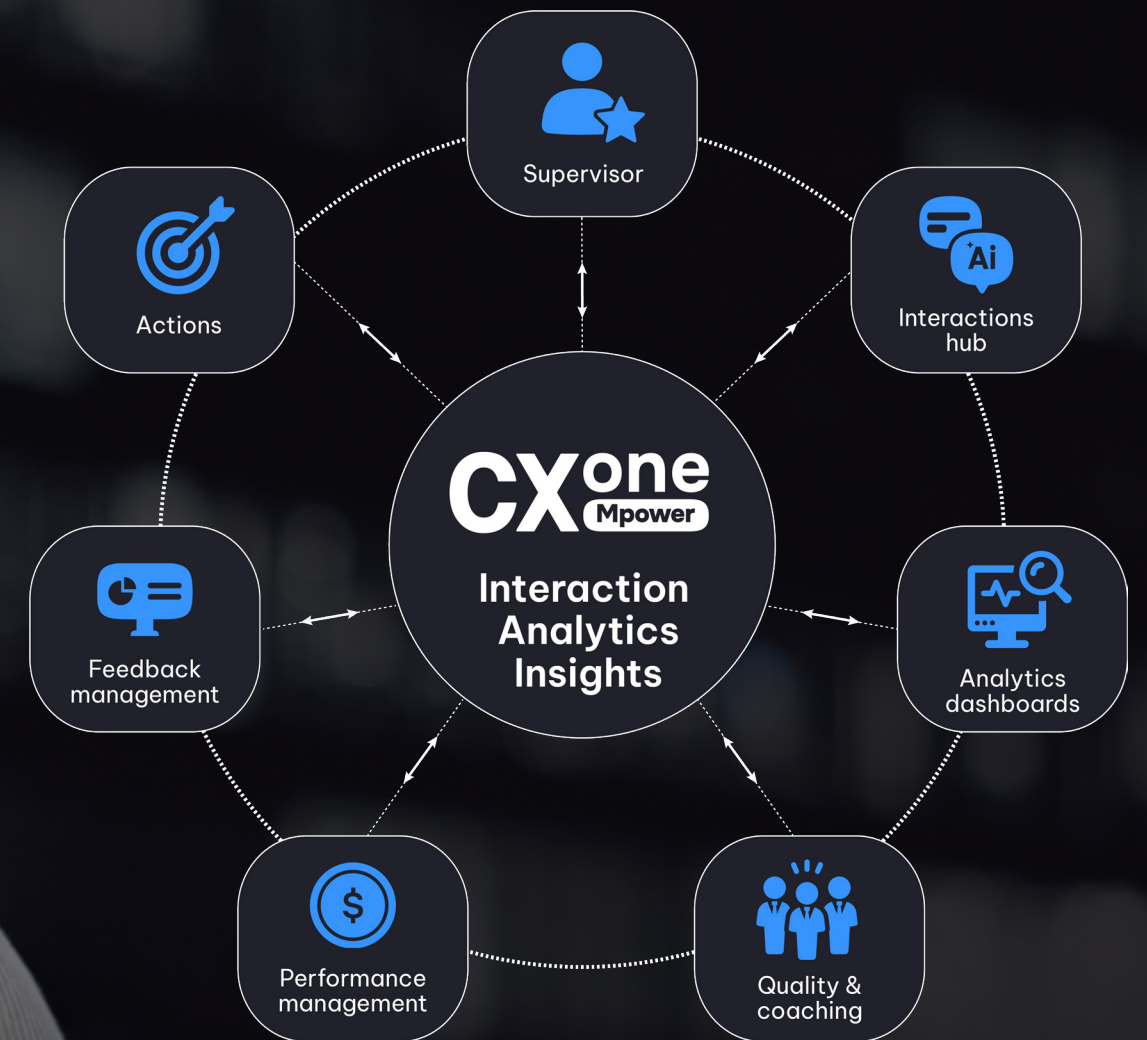**3** Filtered charts and interactions results delivered

Search on "show me customers who are upset about returns"

Leverage your interaction data throughout CXone Mpower

Enhance the customer journey by leveraging analytics insights across the CXone Mpower platform and CX applications.

Native to the CXone Mpower cloud platform, Interaction Analytics fuels unified reporting, automated workflows, rapid data sharing and knowledge, and seamless user management. Embedded AI analysis provides behavioral insights and identifies the skills and processes that improve efficiency and CSAT.

CXone Mpower — Interaction Analytics Insights

- Supervisor
- Interactions hub
- Actions
- Analytics dashboards
- Feedback management
- Quality & coaching
- Performance 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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