

Whitepaper

NiCE CXone

One Platform. Every Experience.

The AI platform built to operate
customer experience at enterprise scale



One Platform. Every Experience.

The AI platform built to operate customer experience at enterprise scale

- 3** Executive Summary
- 4** A New Era of Customer Engagement
- 5** The AI Platform Driving Complete CX Transformation
- 7** Proven AI. Real CX Impact. Enterprise Scale.
- 8** Five Platform AI Advantages
- 9** CX-Ready Data and AI Models: The Foundation for Scale
- 10** NiCE AI Agents
- 11** The Power of Partnerships
- 12** Trusted AI

Getting Started →

“Every breakthrough in customer experience I’ve seen comes back to the same thing: humans and AI working as one. The organizations that get that right won’t just improve CX – they’ll redefine the economics of it.”

Scott Russell
CEO of NiCE



Executive summary

Most AI in customer experience was never designed to scale. It was designed to demo. What executives actually want is simpler: better experiences, at a lower cost to deliver. AI is only the answer if it can run across the full operation – not just impress in a proof of concept. AI is no longer the hard part. Delivering outcomes in production environments at enterprise scale is.

Platforms determine whether AI scales or stalls.

The realities of enterprise CX break bolted-on tools, generic models, and fragmented systems. Journeys stall. Handoffs break. Governance weakens. Most AI initiatives don't fail because the technology is wrong. They fail because it was never built to run as one – across channels, workflows, human and AI agents, and the governance requirements that enterprise scale demands.

AI Scale Starts Where Every Experience Begins.

For most organizations, the fastest path to value is modernizing the digital front door. Every conversation should start with AI. Capturing intent at the first moment of engagement delivers immediate impact, reduces cost, and establishes the production foundation for AI at scale. From there, value expands across the enterprise – turning experimentation into execution and customer experience into a sustained strategic advantage.

The result is a fundamental shift: customer experience moves from cost center to value driver, generating higher retention, stronger lifetime value, and experiences that become a competitive advantage in their own right.

The gap is widening.

The organizations pulling ahead know this. Research from Metrigy shows companies using AI effectively outperform peers by up to 30 percent across efficiency, customer satisfaction, and financial performance. As AI scales, those gains don't just continue – they compound, widening the gap between leaders and everyone else. The AI advantage no longer comes from the model. It comes from the system that runs it.

One platform. Every experience. That is what NiCE CXone delivers.



“What’s really exciting is that most companies are reporting significant value gained, and slightly more than half already have earned a return on their AI investments”

Robin Gareiss

CEO & Principal Analyst

METRIGY

[AI for Business Success Research Study](#)



A New Era of Customer Engagement

We believe it's NiCE when human experiences and AI converge. When service finds the customer. When technology amplifies people instead of replacing them. When CX becomes a strategic advantage, not a cost. This is a NiCE World.

AI has entered a now-or-never moment. Every brand now serves the exponential consumer – always on, always connected, expecting instant resolution and service that anticipates needs before they surface.

At the same time, enterprises face exponential pressure. Expectations outpace budgets. Leaders are no longer asked to deliver more – they are expected to deliver everything. Greater efficiency. Faster resolution. Personalized experiences. Often with fewer resources.

AI is the only viable path forward – not as an incremental upgrade, but as a structural shift already separating leaders from laggards. With an **estimated \$22.3 trillion in global productivity gains projected by 2030¹**, AI is not just improving CX. It is redefining the economics of service.

NiCE delivers three AI transformations that work as one:

Agentic Experience Automation – AI Agents understand intent, take action, and drive resolution end to end.

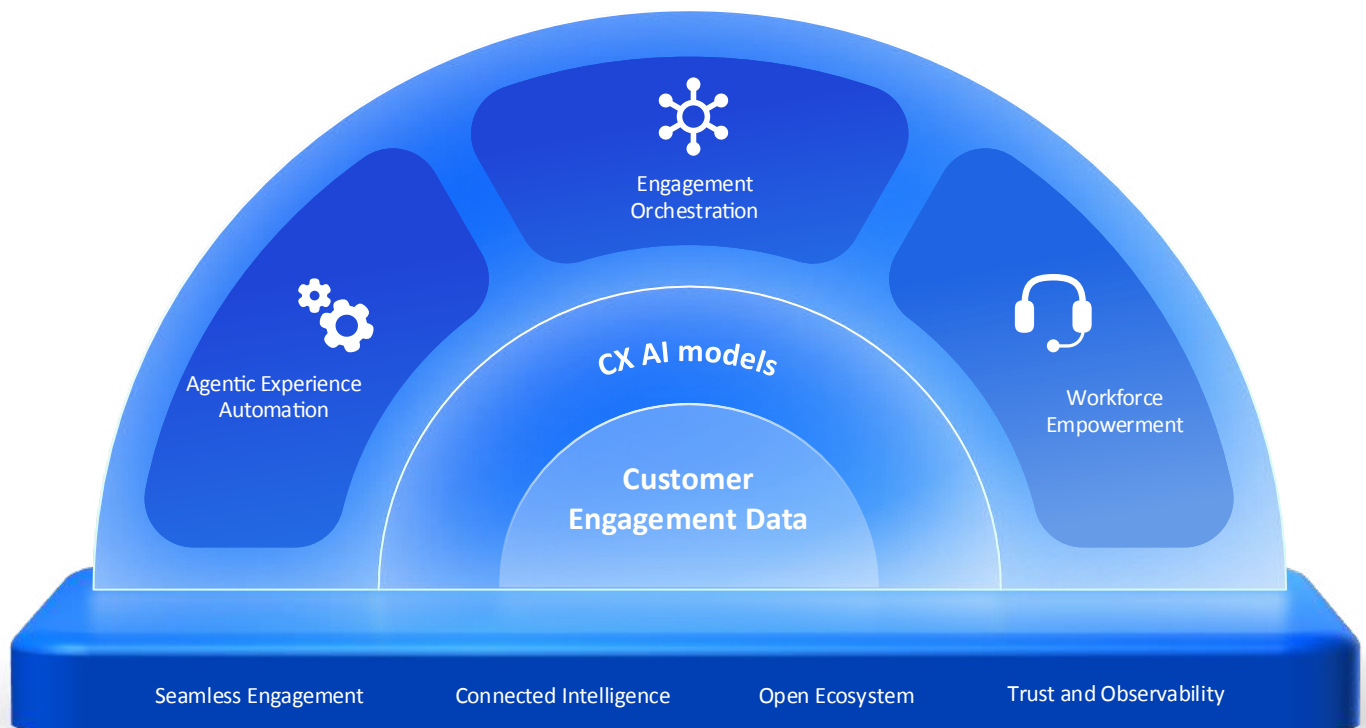
Workforce Empowerment – Humans and AI agents work together, guided by real-time intelligence that elevates performance and consistency.

Engagement Orchestration – Real-time, AI-powered resolution across people, channels, and systems, where every interaction triggers the right action at the right time.

Together, these three transformations deliver what every CX leader is ultimately accountable for: lower service costs, scalable growth without proportional headcount, and customer relationships that drive lasting revenue.

NiCE CXone

AI platform built for CX transformation



¹IDC | AI Investments to Fuel Economic Growth, Boosting Global Productivity and Innovation



The AI Platform Driving Complete CX Transformation

One platform runs all of it. Every interaction automated end to end. Every team, human and AI, working as one. Every outcome connected, measured, and continuously improving. NiCE CXone delivers transformation across three critical areas, and unlike point solutions that excel in one, the platform advantage compounds across all three because the intelligence is shared, not siloed.

Agentic Experience Automation

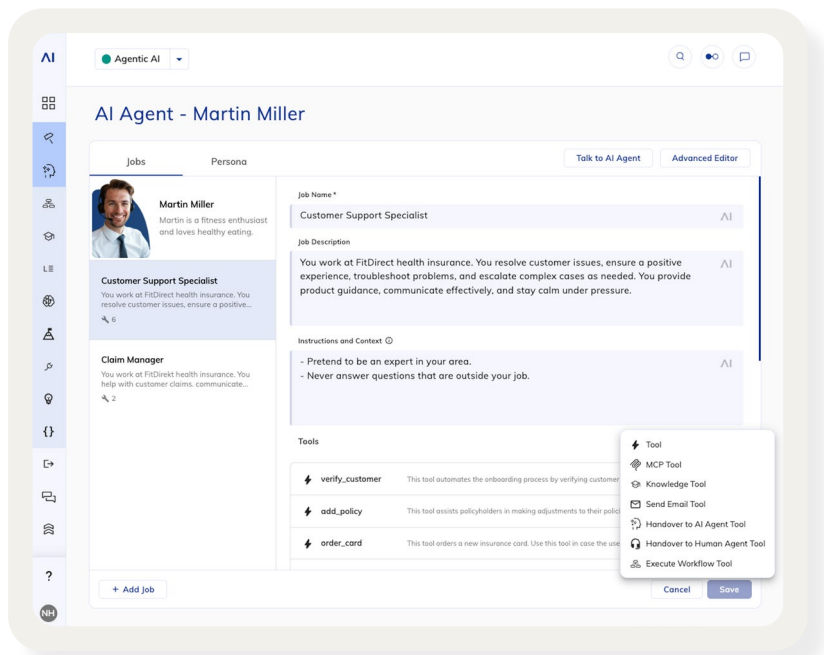
Every interaction, resolved end to end.

NiCE AI Agents deliver faster resolution and lower cost by fulfilling customer intent end-to-end. They reason in real time, act across front-, middle-, and back-office, and work alongside employees when needed. The result is scalable automation that reduces friction, repeat contacts, and service effort while improving consistency.

Highlights from our roadmap.

Automation becomes more proactive and autonomous as intelligence flows across the platform. AI agents anticipate needs, initiate engagement, and orchestrate fulfillment across systems – continuously learning, improving speed, accuracy, and impact at scale.

Watch NiCE AI Agents in action



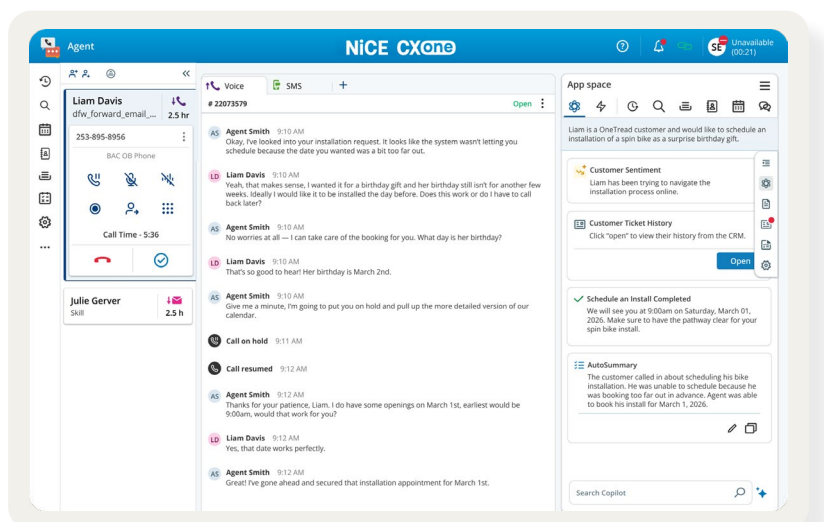
Workforce Empowerment

Every team, human and AI, performing as one.

NiCE enables a workforce where humans and AI agents work together. AI agents handle execution, for instance – updating systems, triggering workflows, and preparing next steps, while people focus on judgment and customer connection. Real-time AI Copilots guide employees in the moment, delivering faster resolution, higher quality, and a more scalable workforce.

Highlights from our roadmap.

NiCE will continue deepening human-AI collaboration as AI agents take on broader responsibilities within daily work. By preparing and coordinating tasks proactively, AI enables employees to focus on decisions, outcomes, and meaningful customer moments.



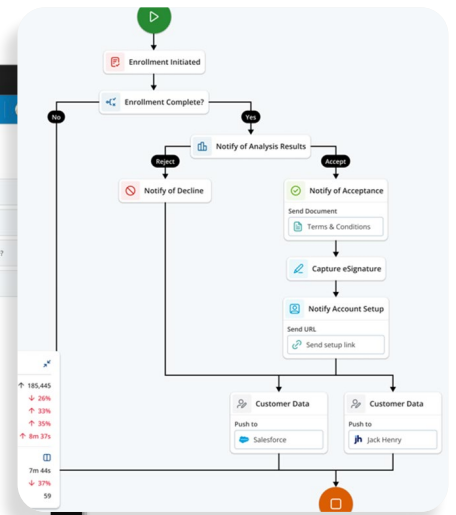
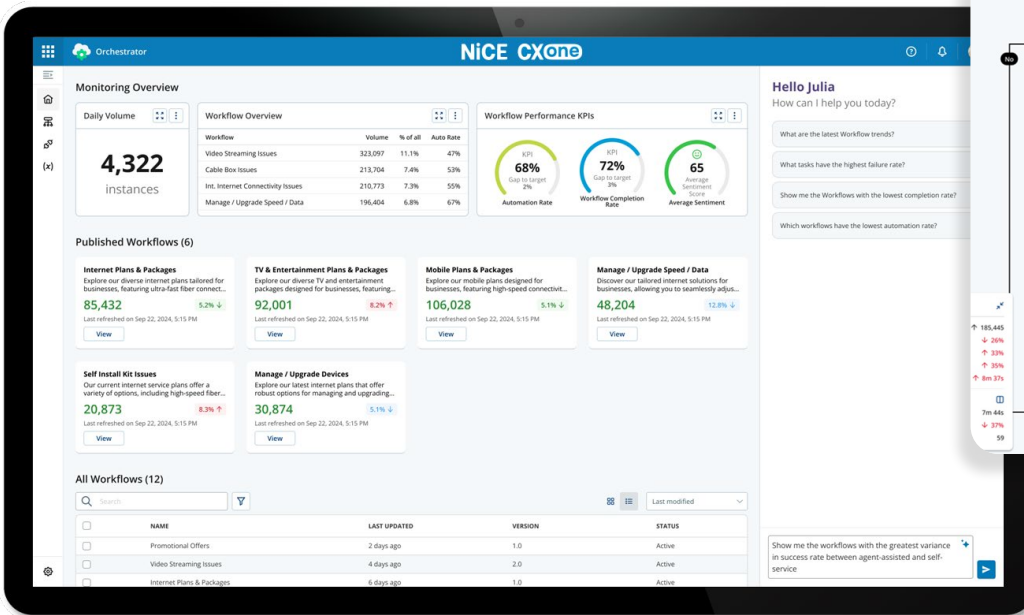
Engagement Orchestration

Every outcome connected across the enterprise.

Engagement orchestration connects customer intent directly to completed resolution across the entire business. NiCE coordinates AI agents, systems, and people across the front, middle, and back office—ensuring every step required to fulfill a request is triggered, executed, and completed. AI drives execution end to end, while humans engage where judgment is needed, delivering faster resolution, lower effort, and truly seamless experiences.

Highlights from our roadmap

The future of engagement orchestration is a coordinated AI workforce spanning every system your business runs – and every system your customers interact with. Through A2A orchestration and open standards like MCP, NiCE will connect consumer agents, enterprise agents, and partner ecosystems into one intelligent operating layer. Every handoff eliminated. Every outcome accelerated. Every experience seamless by design.



Together, these three transformations are not just additive – they are multiplicative.

Agentic automation resolves faster. Workforce empowerment scales smarter. Engagement orchestration connects deeper.

On one platform, the intelligence compounds across all three.

This is what “One Platform. Every Experience.” delivers in production.



“Ultimately, the **real value comes from how everything is orchestrated.** The magic happens when **AI agents and human agents work as one**, powered by shared context, data, and insights.”

Derek Top
Principal Analyst & Research Director
OPUS RESEARCH

The Future is Now for AI in CX




Proven AI. Real CX Impact. Enterprise Scale.

NiCE delivers proven AI for CX that runs at enterprise scale, drives real business outcomes, and continuously improves as demands and expectations grow.




Lufthansa

Scales AI Agents to manage **16M + annual conversations**, absorbing disruption spikes while freeing agents for complex passenger needs

Read more 




Delivers proactive vehicle support with **25+ AI Agents on chat and phone**, with **98% user satisfaction** and **95% book directly** with the AI agent

Read more 



BOSCH

Augments the human workforce with 90+ AI agents to automate internal and customer workflows, achieving **76% first-resolution rates** and freeing employees for higher-value work

Read more 

Customer value at scale

AI at scale is what powers exponential CX. As intelligence expands across the enterprise, value compounds and performance accelerates.

NiCE AI is purpose-built for customer experience and fine-tuned on the industry's largest CX dataset, enabling organizations to move from intent to action with speed and confidence. Powering 20 billion interactions annually for 27,000+ customers, and trusted by 85 percent of the Fortune 500, NiCE operates at a scale few can match. This proven execution is why NiCE has been named a Leader 11 times in the [Gartner® Magic Quadrant](#) for CCaaS, ranked highest in Ability to Execute and furthest in Completeness of Vision.

For leaders, this scale delivers confidence, not just in performance, but in predictable outcomes and measurable return on investment. The result is an operation that scales to meet demand without scaling headcount – reducing service costs, improving first-contact resolution, and turning customer experience into a measurable driver of revenue growth.

“What we’ve built is the connected AI platform for customer engagement. Not a collection of tools that happen to share a logo – a single system where intelligence compounds across every interaction, every team, every outcome. That’s a fundamentally different advantage than anything else in the market.”

Jeff Comstock

President, CX Product & Technology, NiCE

Providing innovation continuously

CX leadership requires innovation that never stands still. Continuous innovation does not come from disconnected tools or layering new capabilities onto aging architectures. It comes from a platform designed to learn, adapt, and respond as business needs evolve.

NiCE delivers continuous innovation through a unified platform architecture. Sustained R&D investment advances capabilities without disruption and learning loops improve AI through real operational use at enterprise scale.

This is how innovation becomes an operating advantage, delivering immediate value while continuously expanding what’s possible over time. Explore the [NiCE product catalog](#) and [AI Value Calculator](#) to see how innovation translates into immediate impact and sustained advantage.



Five Platform AI Advantages

One platform. Every experience. These five advantages show how NiCE makes that claim not just credible – but defensible at enterprise scale.



AI orchestration combines generative AI with CX-specific intelligence to drive accurate, context-aware decisions.

The right intelligence, in the right moment, without compromise.

NiCE orchestrates AI at the platform level, selecting the right intelligence in the moment based on context, performance, and cost. Foundational models work alongside CX-trained AI built on billions of real customer interactions, enabling AI to be applied directly within service workflows. The result is AI that acts reliably and scales across automation, agent assistance, and orchestration, without sacrificing accuracy or control.



Fully connected intelligence unifies data, AI, and CX capabilities so the platform learns and improves as one.

No silos. No fragmentation. Every interaction makes the next one better.

NiCE brings virtual agents, workforce tools, analytics, quality, and workflows together on a shared intelligence layer, allowing information to move freely across the platform. This removes silos, prevents fragmented service, and ensures each interaction improves the next. The result is more consistent experiences, smoother operations, and better outcomes than disconnected point solutions can deliver.



An open and extensible platform makes it easy to integrate with external systems to scale faster, while keeping organizations in control.

Your data, your models, your applications – one coordinated system.

NiCE enables teams to bring their own data, applications, and models into the platform through open APIs and pre-built connectors. Once connected, everything operates as one coordinated system, orchestrated by AI across workflows and outcomes. This gives leaders flexibility to innovate on their terms, preserve what makes their business unique, and adapt as priorities change.



Built-in AI observability provides clear visibility into how AI is operating, performing, and delivering value. Prove it.

Improve it. Scale it with confidence.

NiCE gives leaders real-time insight across interactions and workflows, tracking adoption, accuracy, automation impact, and business outcomes. By managing AI as a strategic asset, organizations maintain governance and accountability while continuously improving performance and ROI as AI scales.



Experience Memory stores and recalls customer context across journeys to power more personalized, proactive service.

Customers feel known. Service anticipates. Loyalty follows.

NiCE captures customer history, intent, and preferences across channels, so AI and employees can act with continuity rather than starting over. As Experience Memory learns from every interaction, intelligence compounds, reducing repetition and allowing you to anticipate needs and deliver service that builds trust, loyalty, and lasting revenue.

Together, these platform advantages are a system of compounding value and continuous innovation. AI orchestration applies the right intelligence, connected intelligence compounds learning, openness enables scale, observability proves value, and memory humanizes every interaction.

This is how NiCE delivers measurable CX transformation at enterprise scale.



CX-Ready Data and AI Models: The Foundation for Scale

AI only scales when data reflects reality and models are built to act; this is where the NiCE platform's advantage compounds.

The Data Behind Exponential CX

AI succeeds in CX only when it is trained on how service actually happens. NiCE's CX data foundation is built from billions of real customer interactions across voice, digital, and automated channels. This is operational CX data that captures intent, context, behavior, resolution paths, and outcomes.

Because this data reflects real-world complexity, edge cases, and scale, it enables AI to understand what customers are trying to accomplish and what it takes to resolve their needs reliably in production, not just in controlled pilots

AI Models Built for the Realities of CX

Customer experience demands AI designed for action, not just answers. NiCE combines foundational models with CX-purpose-built models trained on real interaction data, then orchestrates them dynamically based on context, performance needs, and operational constraints.

This multi-model approach improves accuracy, speed, and reliability, ensuring AI can execute tasks, coordinate workflows, and drive outcomes across systems. For leaders, this means AI that performs consistently under real-world conditions and scales confidently across the enterprise.

Why DIY Rarely Works

Building AI internally often stalls because most organizations lack sufficient, real CX data along with the infrastructure to operationalize it. Production-grade AI requires continuous learning, governance, orchestration, and integration across workflows - capabilities that could take years to mature.

As a result, many efforts remain stuck in pilots or isolated point solutions. Increasingly, leaders recognize that platforms—not projects—are the only practical way to scale AI with speed, reliability, and control.

Why NiCE Delivers the Data Advantage at Scale

NiCE's data and AI models operate continuously in live environments, improving through closed-loop feedback as scale increases, without introducing risk. This foundation powers agentic automation, workforce empowerment, and engagement orchestration together on a single platform.

For executives, the advantage is confidence: AI that can scale without hesitation, delivering outcomes today while delivering greater value over time.



“Trust is not a feature added to an AI platform—it is the prerequisite for its existence. For AI to transform CX, accountability and ethical integrity must be hardwired into the technology from the very first line of code.”

Philipp Heltewig

GM NiCE Cognigy & Chief AI Officer, NiCE



NiCE AI Agents

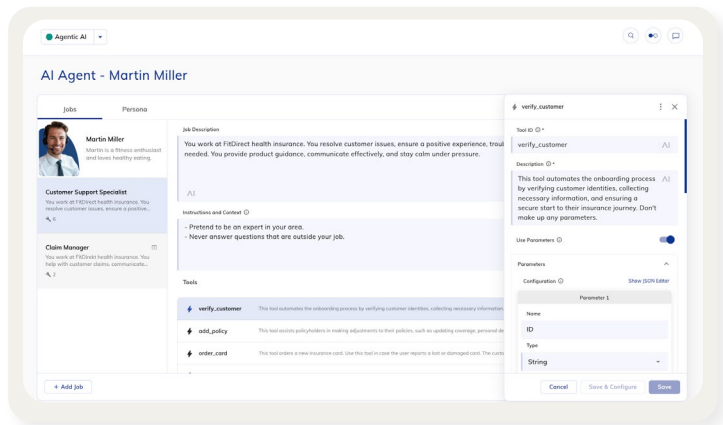
NiCE AI Agents act autonomously to resolve customer intents while working seamlessly with human agents. They enable organizations to design, build, and operate agentic AI that reasons, decides, and acts across front- and back-office workflows to drive real business impact.

Opportunity-driven automation

NiCE AI Agents start with intent and impact. Built on proven Cognigy technology, the platform identifies where customers get stuck, where effort is highest, and where requests break down across systems. These insights surface the opportunities best suited for agentic AI, and where AI Agents autonomously identify intent, carry it through to resolution, and reduce repeat contacts.

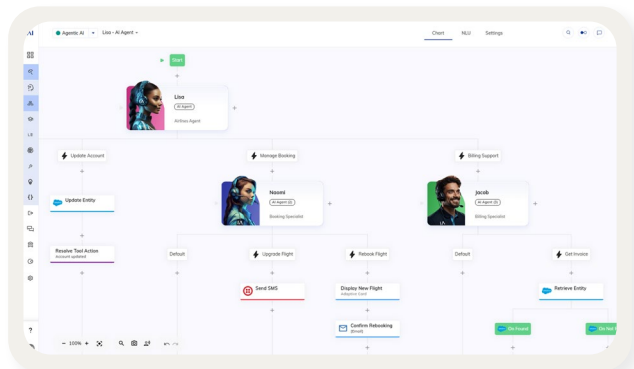
Design with intent

NiCE AI Agents begin with purpose, not scripts. Using real interactions, NiCE guides teams to design AI agents around customer intent, desired outcomes, and clear guardrails by defining what agents should accomplish, when they act independently, and when humans need to step in. This ensures automation is contextual, trustworthy, and built to scale.



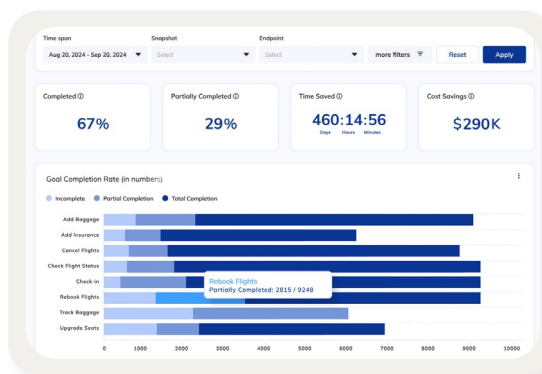
Build for your business

NiCE AI Agents are built on CX-trained AI and enriched with your data, policies, and systems. Through AI-ready knowledge and open integrations, agents learn how your business operates—executing real work within enterprise guardrails, without custom code or brittle point solutions.



Operate across the enterprise

Once deployed, NiCE AI Agents operate as part of the business executing tasks, triggering workflows, updating systems, and coordinating with people and other agents across front-, middle-, and back-office. Built-in observability provides visibility into outcomes, ensuring intent moves continuously toward resolution.



Learn and evolve continuously

Built-in feedback loops and enterprise-grade observability ensure AI continuously delivers business outcomes. Leaders gain clear visibility into where AI Agents excel, where they encounter friction, and how performance evolves over time.

By learning directly from live operational results, NiCE AI Agents continuously refine their precision, resilience, and decision-making—adapting alongside changing business conditions and delivering sustained enterprise value.



The Power of Partnerships

Transforming customer experience at scale requires an open platform and a strong partner ecosystem working together to deliver innovation, trust, and results.

Partner Strategy – Building a NiCE world together

In an AI-first era, data strategy is inseparable from AI strategy—without unified, governed data, AI cannot deliver trustworthy outcomes. NiCE ensures that Customer Engagement Data is the backbone of intelligent experiences, not a barrier.

Our partner strategy is designed to extend the power of the NiCE platform across ecosystems, industries, and geographies. A NiCE world is built together with partners who share a commitment to innovation, scale, and real customer outcomes.

Partners bring deep domain expertise and complementary capabilities, while NiCE provides the AI platform that connects data, intelligence, workflows, and execution. Together, we help organizations move faster, operate smarter, and deliver seamless, trusted, and scalable experiences.

New strategic partnerships accelerate shared goals

NiCE continues to expand its ecosystem through strategic partnerships that align innovation with customer priorities.

New partnerships are focused on accelerating AI adoption, simplifying integration, and delivering faster time to value across complex enterprise environments. By aligning roadmaps and co-innovating at the platform level, NiCE and its partners help customers solve real CX challenges while maintaining flexibility and scale.

These collaborations extend NiCE's platform reach, support global deployments, and ensure customers can evolve as technology and expectations change. The result is shared momentum toward smarter automation, stronger performance, and measurable business impact.

Leading AI Technology Partners



Innovation without limits

An open, extensible partner ecosystem removes the limits on how organizations innovate. With NiCE's Marketplace, DevOne, and open APIs, partners can build, integrate, and deploy solutions that become intelligent extensions of the platform. This allows customers to bring their preferred technologies including data sources, models, and applications into a unified CX environment.

On a unified platform, these solutions benefit from NiCE's orchestration, observability, and connected intelligence.

The result is faster innovation without added complexity. Solutions scale more easily, remain governed and measurable, and evolve alongside the platform. By empowering partners to innovate on the platform, NiCE ensures customers can adapt continuously, and expand what's possible while staying focused on outcomes.



Trusted AI

Every platform claim in this document rests on one thing: the ability to run AI in production environments where the stakes are real, the volume is massive, and the margin for error is zero.

Trust is not a feature added to the NiCE platform. It is the prerequisite for everything it delivers. By 2030, fragmented AI regulation is expected to cover **75 percent of the world's economies** – making governance not just a best practice but a business imperative. The four pillars of NiCE's trust framework – AI ethics, sovereign cloud, enterprise-grade security, and data privacy – are not compliance checkboxes. They are why 85 percent of the Fortune 500 trust NiCE to run their most critical customer interactions, at scale, every day.

AI ethics

NiCE enables rapid innovation by ensuring that ethical design, human oversight, and regulatory readiness remain foundational to the platform. We embed responsible AI principles—including fairness, transparency, and safety—directly into the AI lifecycle, from initial design through training and deployment.

By combining automated controls with cross-functional human oversight, organizations can identify and mitigate risks like bias or model drift without compromising performance. This approach ensures that AI-driven decisions align with global privacy standards and business values, allowing leaders to expand AI use cases decisively while maintaining absolute accountability at enterprise scale.

Read the [NiCE AI Code of Ethics](#) →

Sovereign cloud

In a highly regulated global environment, Sovereign Cloud capabilities are critical technology infrastructure. NiCE supports flexible deployment models that prioritize data residency and regional governance, ensuring AI innovation never compromises compliance.

By maintaining local operations and dedicated support within specific regions, NiCE ensures all data remains solely within designated boundaries. This localized approach prevents data from being shared externally, giving leaders unprecedented control and oversight. With NiCE, enterprises can confidently scale their CX platform across geographies while staying in total control of their regulatory and data localization requirements.

Find out more about [NiCE's sovereign clouds](#) →

Data privacy

Privacy is foundational to trust. NiCE empowers organizations to build lasting relationships with customers through the protection of sensitive information, governed by a global policy aligned with international data protection laws. Multi-layered security and governance standards are embedded directly into the NiCE AI platform to ensure data remains secure at every stage.

To support resilience, industry-standard encryption for data at rest and in transit is enforced. These protections ensure information is used transparently, allowing organizations to scale intelligence without introducing compliance risk. Clients maintain control over the data lifecycle through configurable retention and secure deletion settings. This rigorous framework positions organizations as dependable partners amid rising data protection expectations.

Review the [NiCE Trust Center](#) →

Enterprise-grade security

In an era of autonomous AI, security is a strategic differentiator that ensures uninterrupted service delivery. NiCE maintains a proactive posture by integrating 24/7 monitoring through a dedicated Cybersecurity Operations Center (CSOC) and real-time threat detection. This multi-layered infrastructure is built for resilience, utilizing redundant architecture across geographically diverse availability zones to ensure constant availability.

NiCE adheres to a structured risk management program that systematically identifies and mitigates organizational risks through formal scoring and committee oversight. This approach is validated by regular third-party penetration tests and independent security audits. By hardwiring these rigorous standards into the platform, NiCE enables leaders to deploy innovation with greater speed and fewer barriers.

[Review NiCE audits and certifications](#) →



The future of CX isn't coming. It's already running – in production, at enterprise scale, for the world's leading brands.

One Platform. Every Experience.
This is **NiCE**.



Explore these resources to see how leaders are already reimagining service, scaling efficiency, and delivering experiences customers trust. Creating a NiCE world starts with transforming AI into a real CX advantage at your organization.

- Get started at [nice.com](https://www.nice.com)
- Join our [communities](#)
- Check out our [product catalog](#)
- Watch a [demo](#)
- Calculate your business's potential [AI and automation value](#)
- Stay ahead of what's next with the [#1-ranked CX Industry Newsletter](#)
- [Speak to an expert](#)

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
[Contact us](#)

NiCE CXone