

# Guide

Resolve digital friction before it becomes customer effort

Guide captures intent the moment customers interact on web or mobile, then proactively directs them to the best next step – a knowledge-base, a digital channel, AI assistance, or live help – to keep the journey on track.



## Proactive guidance. More digital resolution. Less service demand.

**Up to 89%**

**self-service success**

Deliver relevant help before customers need to ask.

**30%**

**reduction in contact volume**

Resolve digital issues before they become calls or chats.

**Results in minutes**

**with fast adjustments**

Adjust guidance, rules, and offers as customer behavior changes.

## Value across the customer service journey

**For customers**

Less effort, faster resolution. Guide **detects moments of friction** and **offers the right help at the right time.**

**For agents**

Fewer avoidable contacts, better context. Guide **addresses simple needs before they reach an agent** and **carries context forward when help is needed.**

**For the business**

Measurable digital outcomes. **Track engagement, conversions, conversion value, click-throughs, and improvement opportunities.**

**Guide gives teams the tools to detect digital friction, offer relevant help, and measure the impact of proactive guidance.**

## Benefits

- Meet customer needs earlier, at the moment help is needed – or even before.
- Increase self-service success with the right answer or action in context.
- Reduce abandonment and contact volume by preventing journey breaks.
- Improve agent productivity by preempting avoidable contacts and providing full context.
- Accelerate time-to-value with business-managed rules and offers.
- Track digital impact with engagement, conversion, and offer-performance insights.

## Key features

- **Proactive guidance** – offer help when customers show intent or struggle
- **Contextual self-service** – surface the right answer, article, bot, or chat
- **Channel choice** – guide customers to chat, messaging, email, or live help
- **Connected hand-offs** – carry context into AI or agent-assisted support
- **Business-managed rules** – update guidance without long IT cycles
- **Performance insights** – measure engagement, conversion, and offer success



## Where Guide creates impact

Guide helps teams take targeted, proactive action at high-friction digital moments – before customers abandon, call, or chat.

### Checkout assistance

Help customers complete purchases before they abandon.

### Form completion

Guide customers when they pause, edit, or struggle with forms.

### Self-service support

Surface the right answer before customers contact support.

### Channel choice

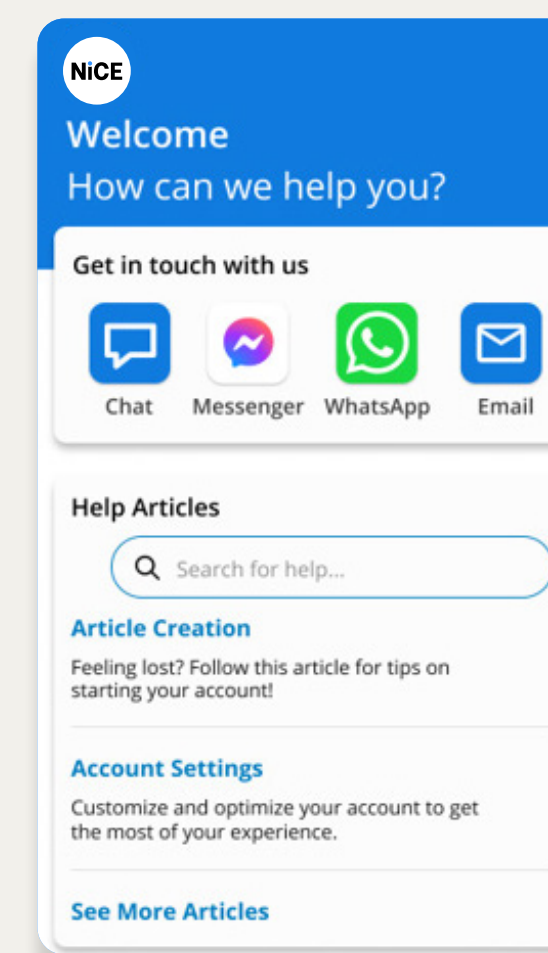
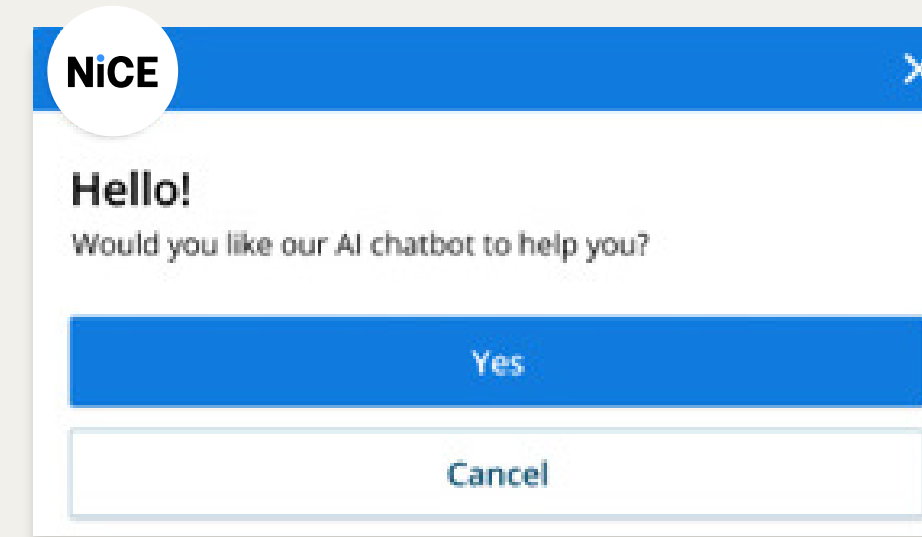
Offer chat, messaging, email, bot, or live help based on customer need.

### Targeted offers

Present relevant sales or service offers at just the right moment.

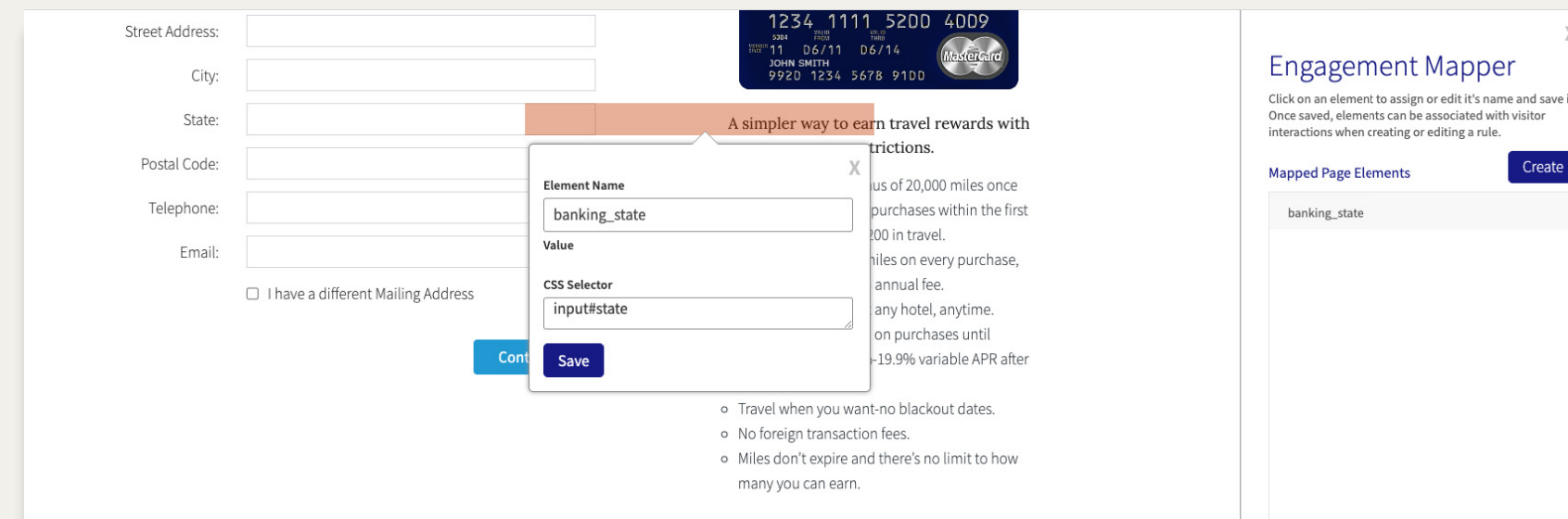
## Web & Mobile

Guide customers to proactive offers, relevant answers, and digital assistance options.



## Engagement Mapper

Set rules and triggers based on mapped digital behavior.



## Business-controlled guidance

Create, test, and adjust guidance based on customer behavior, page activity, and journey signals – without long development cycles.

# NiCE

## 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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