

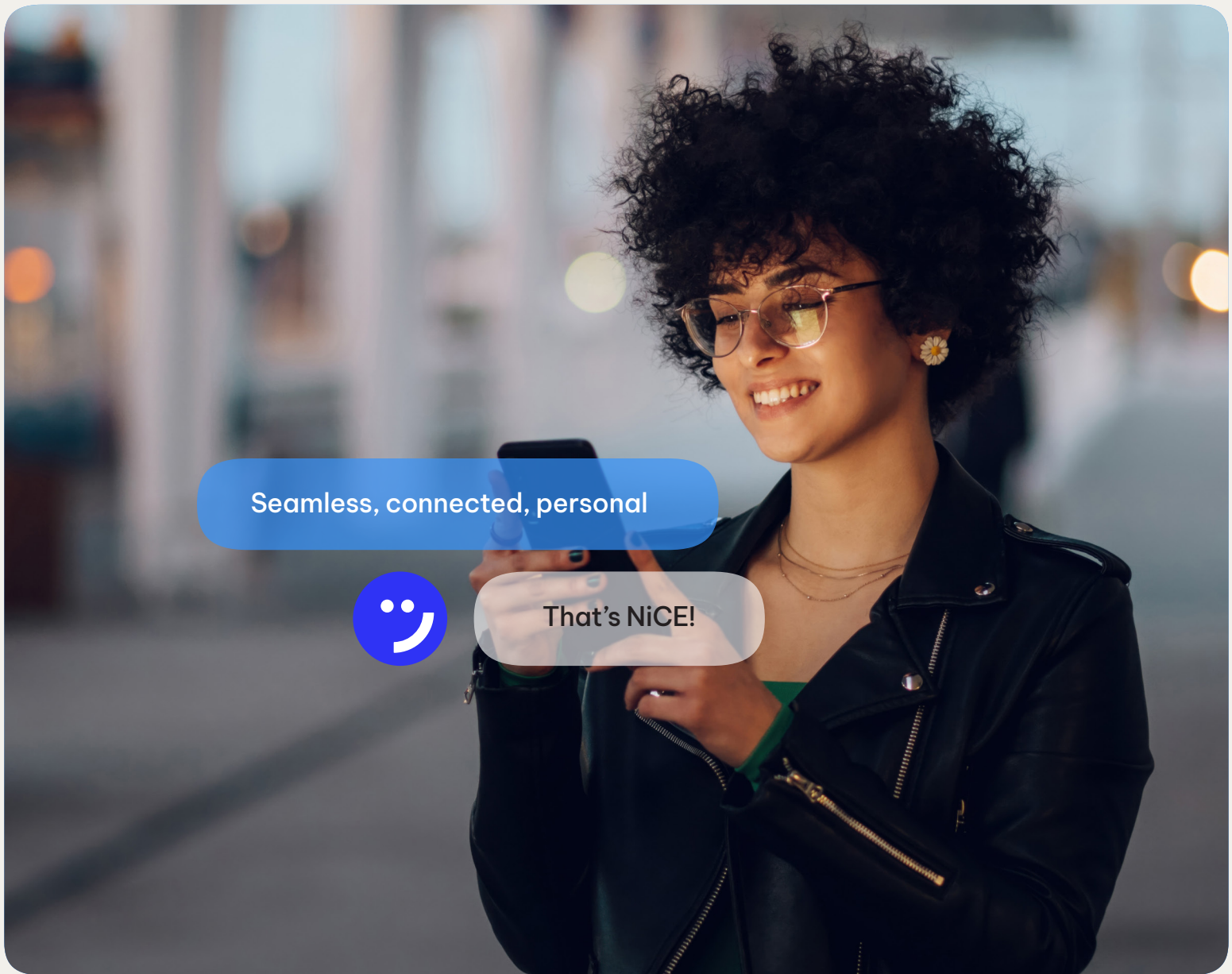
# NiCE Interaction Analytics

Turn every conversation into intelligent action

Seamless, connected, personal

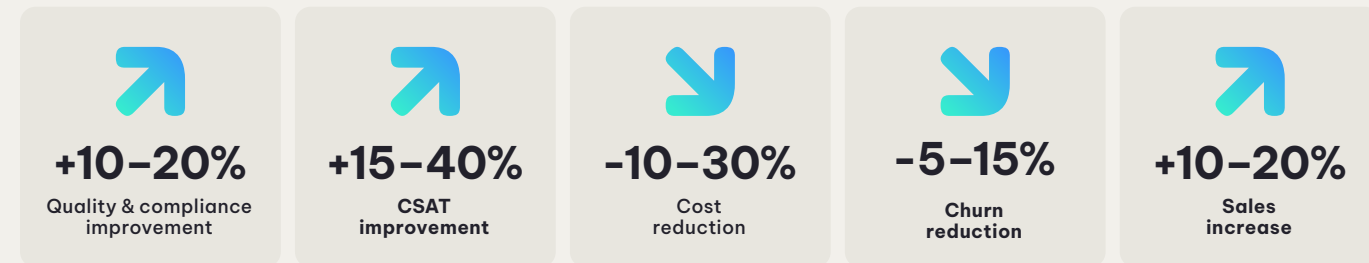


That's NiCE!



# Transform every conversation into intelligent action – just by asking

Every customer conversation contains signals that can improve satisfaction, reduce cost, strengthen compliance, enhance loyalty, and grow revenue. NiCE Interaction Analytics turns those signals into operational intelligence at enterprise scale by analyzing interactions, surfacing root causes, identifying opportunities, and helping teams take the next best action faster. With the built-in conversational AI assistant, anyone in the business can ask a question in plain language and get an evidence-backed answer and recommendation in seconds.



## THE CHALLENGE

### Traditional analytics can't keep pace with modern CX

Enterprise contact centers generate millions of conversations every month. Yet most insights still arrive too late, cover too few interactions, and stop short of action. Aberdeen reports that 73% of business leaders are dissatisfied with their ability to turn customer data into CX outcomes.<sup>1</sup>

- **Complex & sample-based** – Rule-based categories or complex models leave most customer signals invisible.
- **Reactive, not proactive** – Teams iterate to understand what happened long after the moment to act.
- **Dashboards without direction** – Reports describe; they rarely tell teams what to do next.
- **Operational friction** – Heavy dependence on manual analysis and teams of experts slows time to value.

## THE TRANSFORMATION

### Turning interaction data into action at the speed of your business

NiCE Interaction Analytics infuses AI into every step of the analytics lifecycle – structuring data, analyzing conversations, generating recommendations, and orchestrating the actions that move the needle at the speed of your business. The result is a closed-loop analytical process that doesn't just describe what's happening; it executes what should happen next.



<sup>1</sup> AI-Guided Analytics: Four Key Steps to Drive Intelligent Insights & Superior Performance



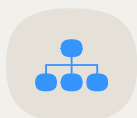
## HOW IT WORKS

# AI that is purpose built to operationalize insights directed by anyone, in plain language



### Copilot natural language assistant

- A natural language chat assistant is embedded across the entire application, allowing anyone to gain insights without building a category or waiting on an analyst.
- Answer questions, build filters, create visualizations, and find the needle in the haystack.



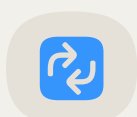
### Automatic data structuring

- Topic AI uses LLMs and prebuilt, industry-specific models, replacing rule-based approaches with greater accuracy at a fraction of the operational cost.
- Out-of-the-box intent and action models can be enriched with organizational data to better align with corporate processes and terminology.
- Leverage other prebuilt behavioral AI models for an objective analysis including agent soft skills for CSAT, sales skills, complaints and vulnerable customer.



### Goal-based automation

- A guided Prompt Wizard and a library of prebuilt prompts let business users define what to automate in plain language with no prompt engineering required.
- AI scoring and workflow prompts automate complex processes, generate new metrics and provide coaching recommendations that drive action in the supervisor dashboard.



### Closed-loop action

- Agentic analytics breaks goals into hypotheses, gathers evidence, and generates prescriptive recommendations and then executes the resulting actions.

## AI-POWERED USE CASES

# Where intelligent action shows up in the business

From quality and coaching to compliance and customer care, AI-powered use cases activate insight directly inside the operations that drive performance, eliminating the gap between knowing and doing.

### AI supervisor coaching



A supervisor dashboard summarizes agent strengths and opportunities, recommends personalized coaching, and delivers feedback that drives behavior change.

### Anomaly detection



Identify shifts in topic volume, sentiment, and AHT the moment they emerge before they escalate.

### Complaint identification



Surface complaints and regulatory risk across 100% of interactions to accelerate remediation.

### Self service automation



Identify and automate complex, high impact workflows quickly and at scale with Cognigy integration.

### Agent augmentation



Targeted coaching and real-time knowledge updates by AHT, topic, and behavior.

### Agent wellbeing



Proactively detect fatigue and stress patterns to reduce turnover and protect CX.



## DELIVER VALUE ACROSS THE ENTERPRISE

### Empower every stakeholder

With a natural language chat and prebuilt use cases, every role can benefit from AI driven Interaction Analytics, not just experts.

#### Supervisors

Ask Copilot “Which of my agents struggled most with escalations this week?” and get a ranked list with coaching recommendations.

#### QA Leaders

Evaluate 100% of interactions with consistent, evidence-backed scoring.

#### Operations

Fix processes and tune escalation procedures, prioritized by impact and proof.

#### Digital Teams

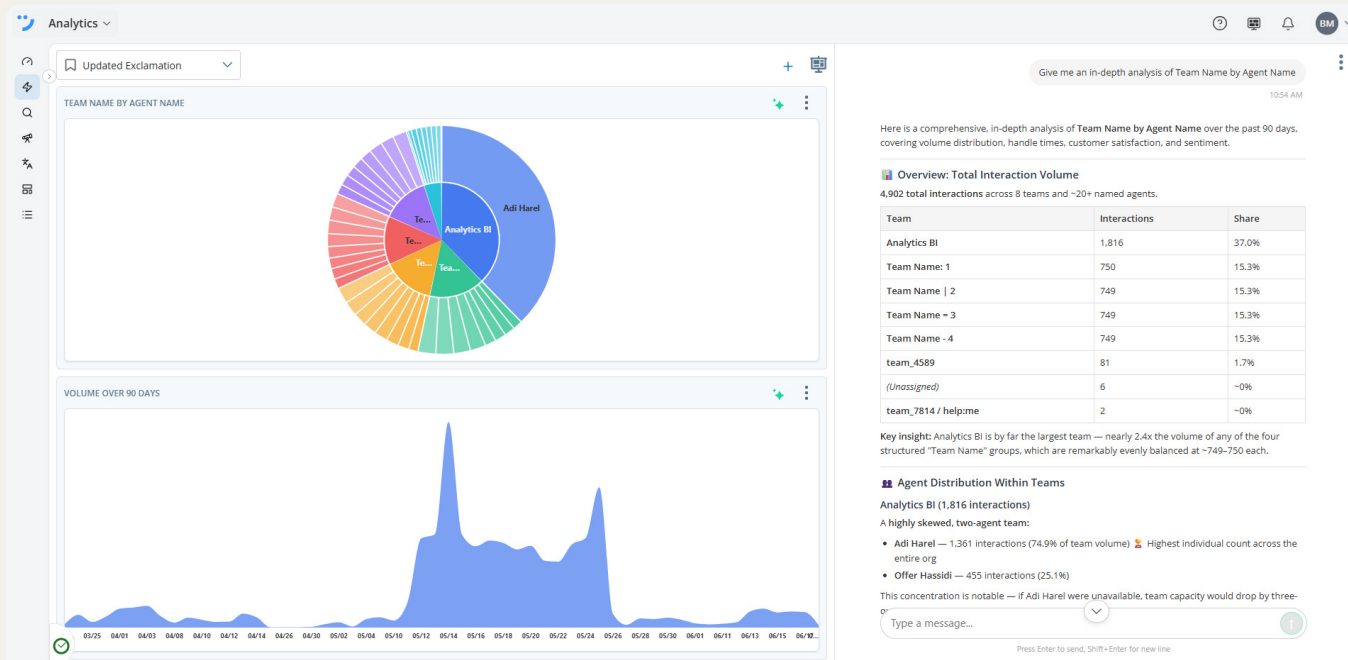
Identify containment gaps and journey friction to optimize self-service.

#### Knowledge Managers

Pinpoint article gaps and the exact moments agents get stuck.

#### CX Executives

Ask anything about the business such as “Show me the top three drivers of last quarter’s CSAT drop” and Copilot returns a view of topics by sentiment linked to root-cause.



AI Copilot is embedded throughout Interaction Analytics

## CUSTOMER PROOF

### Real outcomes from enterprises in motion

One financial services firm uses NiCE Interaction Analytics to capture and analyze 100% of customer interactions – replacing fragmented interaction sampling with a shared, enterprise-scale view of what’s happening on every call.

“We’re layering on sentiment, volume, and handle time so we can better tell that story and ensure any customer experience issues are being addressed. It has helped us move from reactive fixes to proactive improvement.”

VICE PRESIDENT, SPEECH ANALYTICS, FINANCIAL SERVICES FIRM

**+35%** sentiment improvement over 18 months

## THE PATH FORWARD

### Conversations that move the business

Every customer conversation contains signals about what to do next. Interaction Analytics listens, reasons, and acts on those signals – and answers every question your teams ask along the way. The solution is outcome-driven, agentic, evidence-backed, and conversational by design. It operationalizes insight at full enterprise scale, turning conversational intelligence into measurable business action.

### Ready to see it in action?

Discover why the world’s leading enterprises trust NiCE to power 20B+ interactions every year.

[Learn more →](#)





## 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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