

# Improve customer satisfaction with a CX AI platform



**NiCE**



# 80%

of customers consider experience as important as the product or service itself.



**Deliver seamless, personalized experiences across all touchpoints with [AI-driven customer engagement](#).**

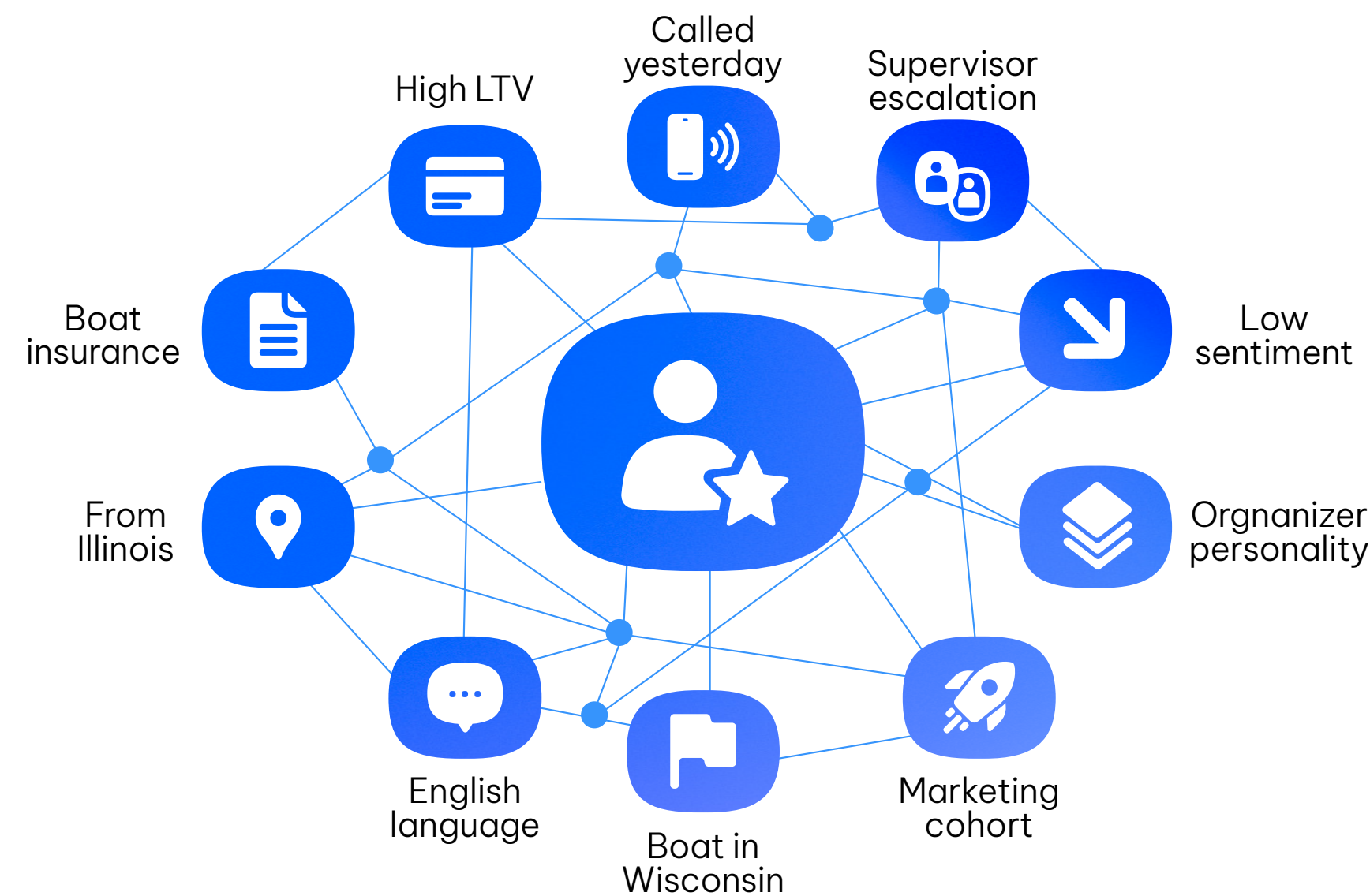


# Improve CSAT with highly personalized customer experience

Connect each customer to the best available skilled employee for a personalized, frictionless customer experience.

- Route interactions based on any attribute—skills-based, intent, predictive, attribute-based, bullseye, sentiment, historical behavior, and more.
- Choose and combine routing modalities with a unified engine that orchestrates customer interactions across 30+ voice and digital channels.

## Create lasting impressions with AI-driven personalization



## Real impact, real results



**32%**  
boost in net promoter score

[Read more](#) →



**10%**  
increase in customer satisfaction

[Read more](#) →



**20%**  
increase in net promoter score

[Read more](#) →

## The NiCE difference

Optimize routing decisions in real-time. AI routing instantly analyzes limitless data attributes and deploys predictive models to drive target KPIs, like NPS and CSAT.



“AI routing aligns our customers and agents in a way that creates **an experience that differentiates us** and makes the customer appreciate the relationship with us.”

**VP Forecasting and Financial Excellence**  
Fortune 50 Media Company





# Boost customer sentiment with specialized copilots for employees

Give employees real-time guidance on behaviors that influence customer sentiment with recommendations to boost satisfaction in the moment.

- Harmonize human and AI collaboration with specialized copilots for agents, supervisors, and CX leaders.
- Use a conversational, intelligent interface to understand data faster.

## Proactively improve behaviors that impact customer sentiment in real time

 Inappropriate action	 Promote self-service	 Acknowledge loyalty
 Demonstrate ownership	 Build rapport	 Be empathetic
 Effective questioning	 Set expectations	 Active listening

## Real impact, real results

realtor.com®

 FIFTH THIRD BANK

 bamboo

**46%**  
increase in  
sentiment

[Read more](#) →

**35%**  
improvement  
in customer  
sentiment

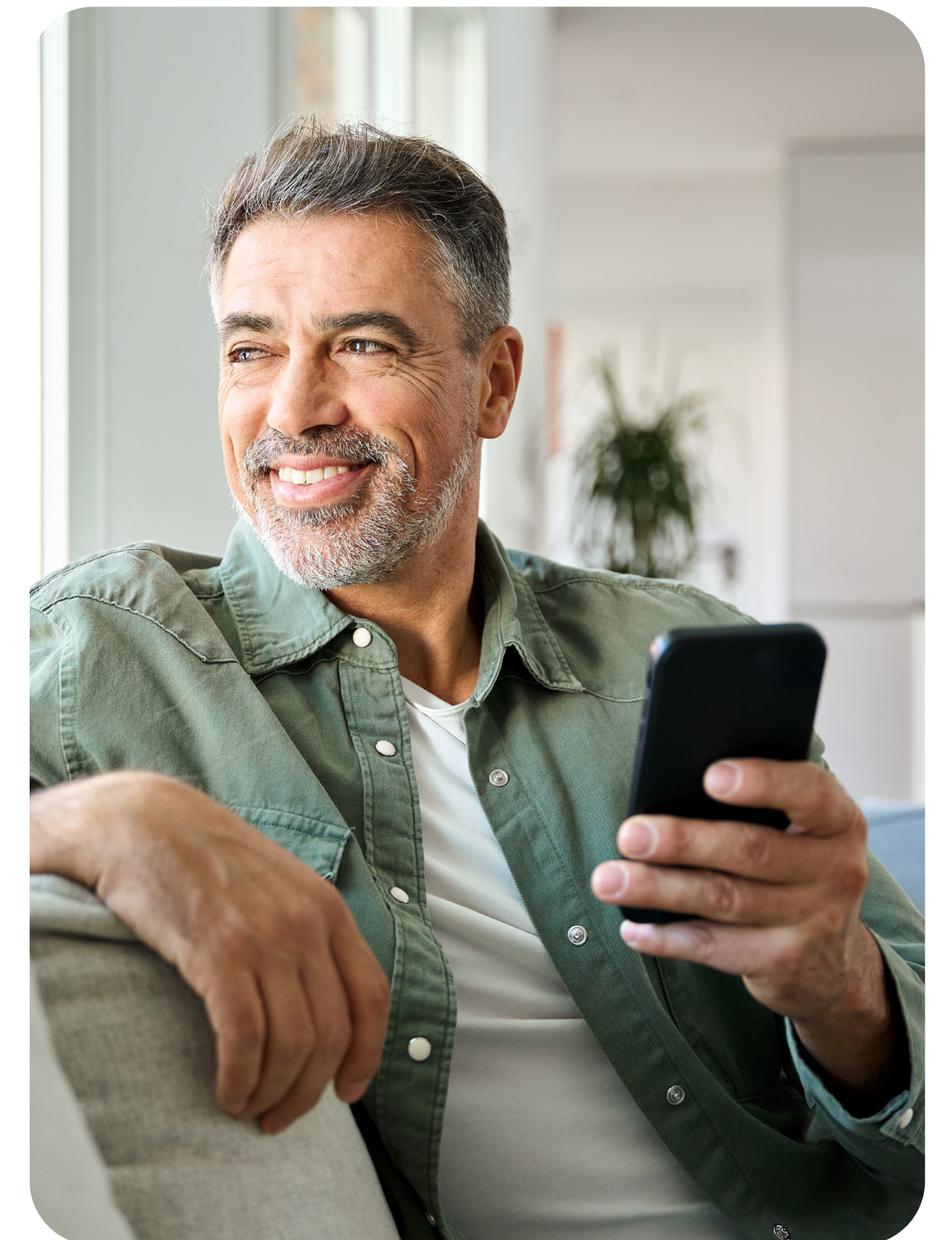
[Read more](#) →

**+15 points**  
increase in  
CSAT and NPS  
scores

[Read more](#) →

## The NiCE difference

Enhance engagement quality to boost customer sentiment with AI copilots for employees that proactively serve up accurate replies, initiate automated workflows, and offer behavior coaching.



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

## The State of CX, NiCE

[Learn more](#) →



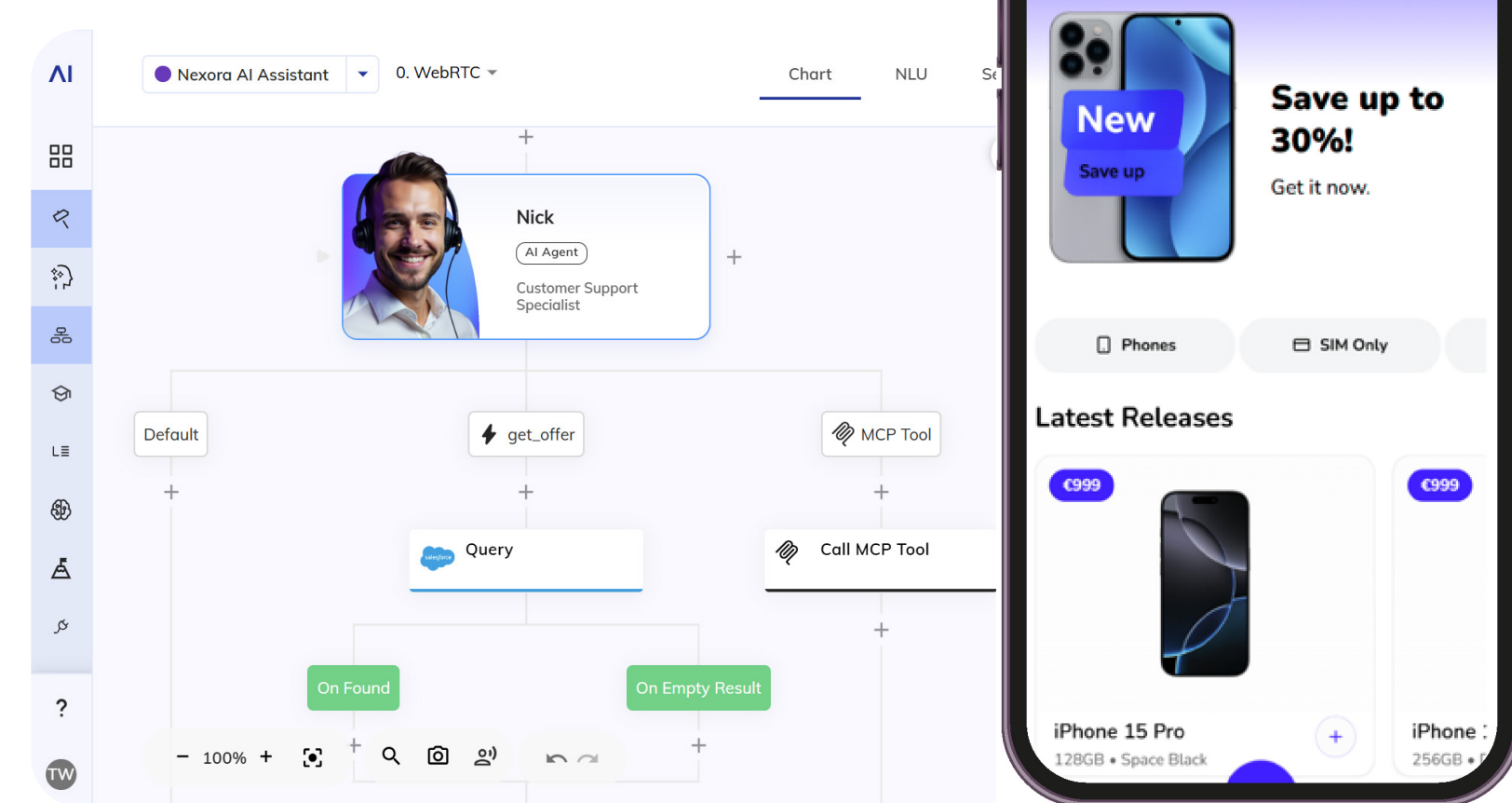
# Keep customers happy and problems short with **AI agents for self-service**

Give customers what they want: answers that land fast and land right. AI agents handle the everyday questions with calm precision, so no one's left waiting and no issue drags on longer than it should.

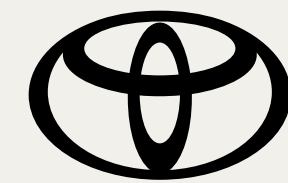
AI agents step in early, guide people through the next step, and keep friction out of the way. Whether someone needs a quick update, help on checkout, or a nudge to finish a form, the right support shows up at the right moment.

The result is simple: smoother interactions, fewer dead ends, and customers who feel taken care of every time.

## NiCE Cognigy AI agents built for enterprise CX and designed to take action



### Real impact, real results



**98%**  
User satisfaction rate

[Read more](#)



**87%**  
WhatsApp AI retention rate

[Read more](#)

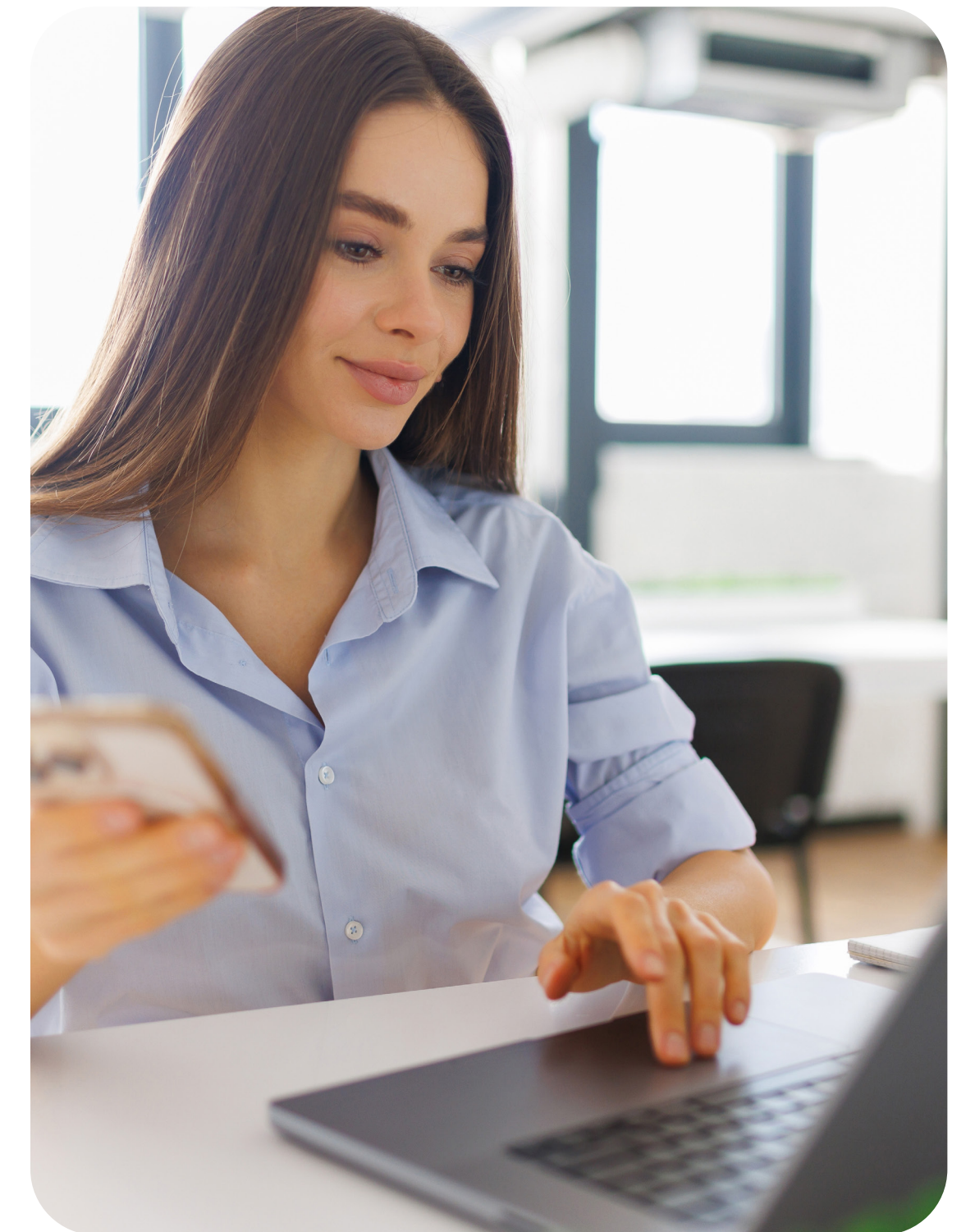


**94%**  
AI conversations and deeper consumer insights

[Read more](#)

### The NiCE difference

Anyone can talk about AI agents. NiCE Cognigy delivers them, in live environments, at enterprise scale. These case studies show what happens when AI is built to work, not just to demo.



“AI resolved **41.1% of interactions without requiring live agent support**, underscoring the effectiveness of AI in managing a significant portion of customer inquiries autonomously.” -**Metrigy**

### CX 2026 Trends: Top Strategic Insights

[Learn more](#)



# Increase customer retention with voice of the customer

Collect real-time customer insights and close the feedback loop to drive satisfaction and minimize churn.

- Use customer feedback to identify cross-sell/upsell opportunities and increase customer lifetime value.
- Gather omnichannel feedback from across 30+ customer interaction channels.

## Completing the feedback loop



## Real impact, real results



**92%**  
CSAT targets exceeded

[Read more](#) →



**30%**  
increase in customer satisfaction

[Read more](#) →

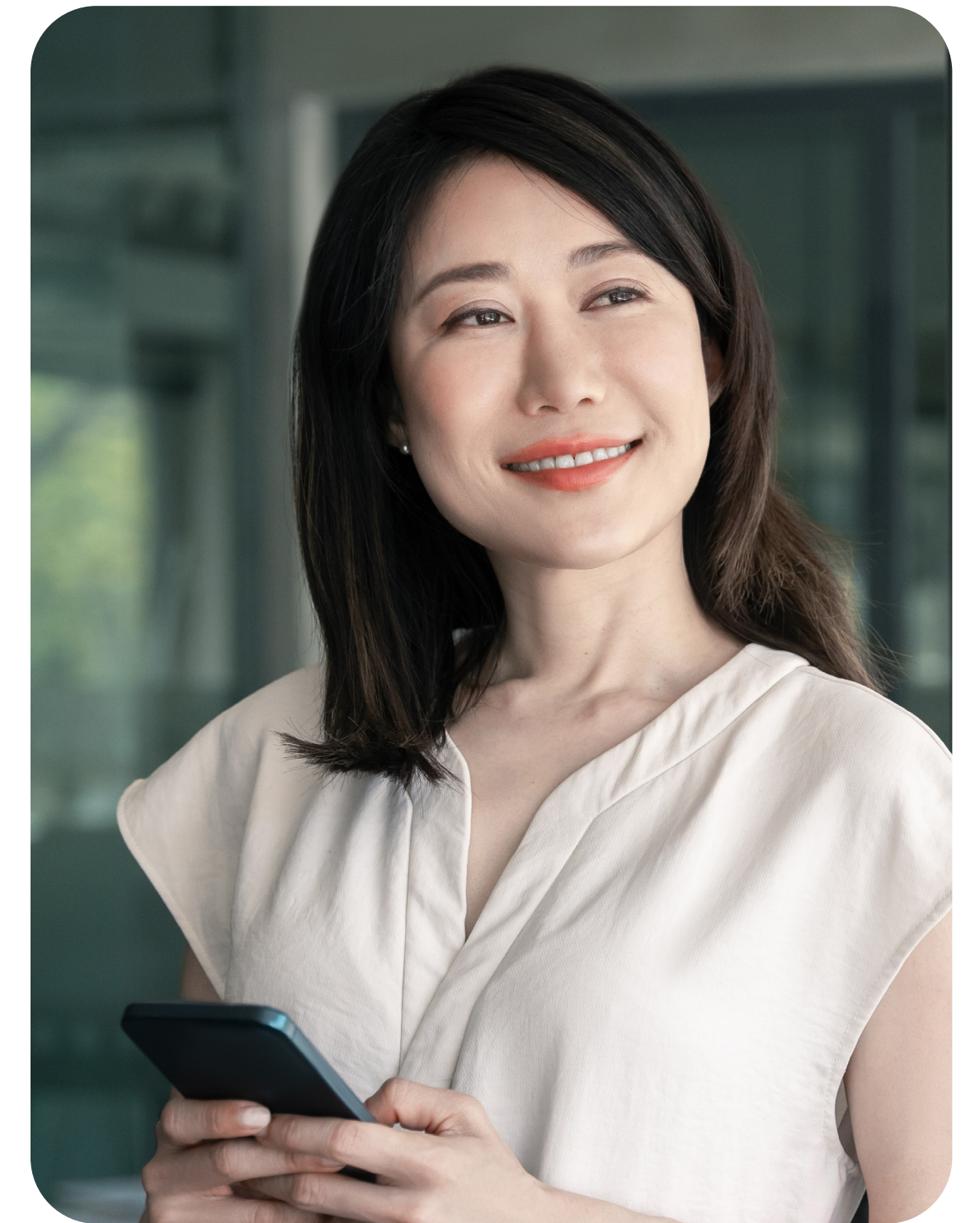


**96%**  
customer retention rate

[Read more](#) →

## The NiCE difference

Customize each survey based on the specific customer interaction, utilizing AI integrated into Feedback Management native on the NiCE CXone platform.



“It was like going from a cassette tape to digital streaming. With all of the automation, the visuals, the charts, the graphs, Feedback Management **automatically does what used to take me hours.**”

**Senior Quality Analyst,**  
an HR & Financial Management Company

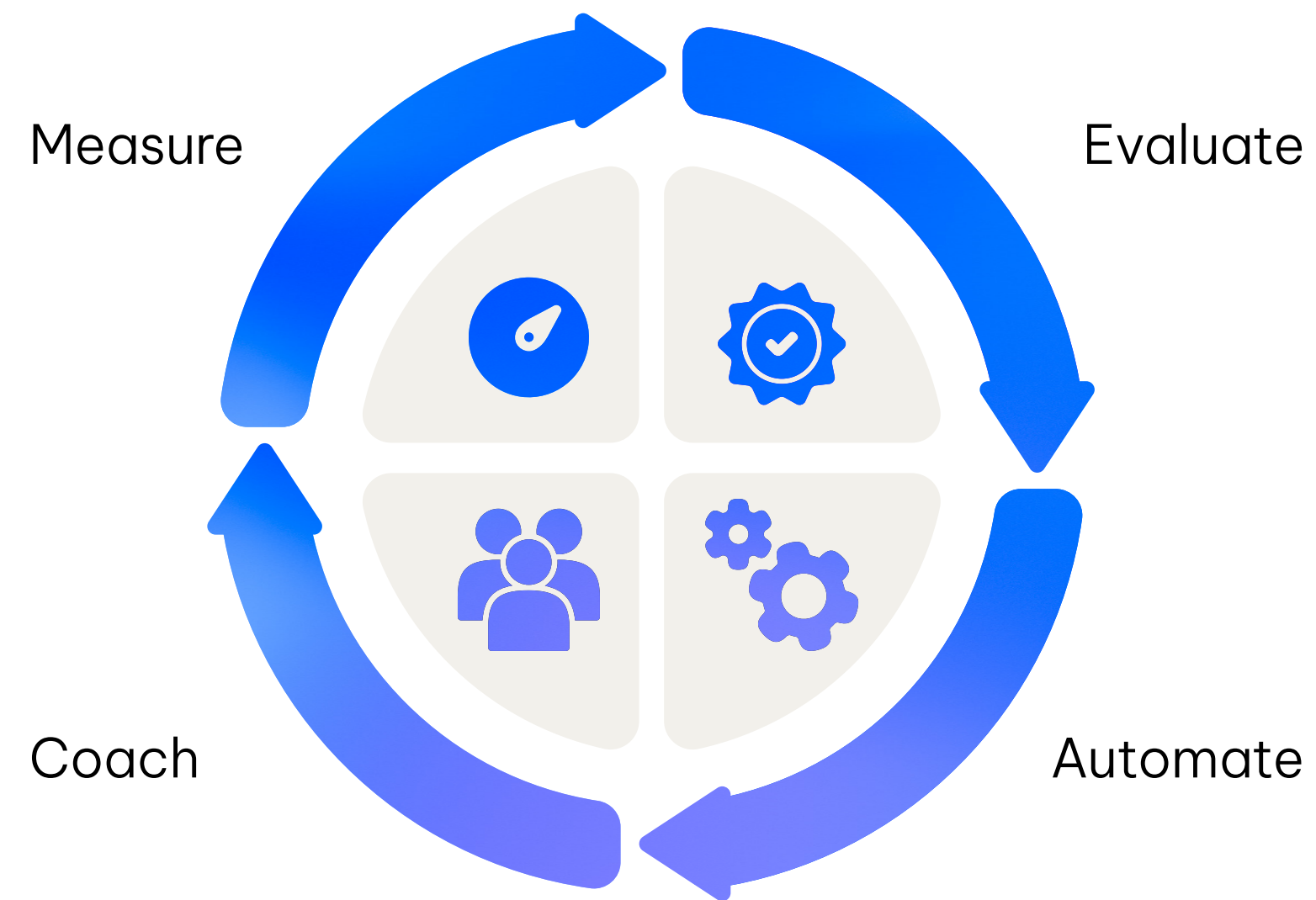


# Drive customer satisfaction with quality management

Build emotional loyalty and reduce customer effort with higher quality interactions. Objectively evaluate and coach agents on soft-skill behaviors proven to boost sentiment, such as active listening.

- Optimize quality scoring with the ability to automate scoring across customer service, saving time and cost.
- AI trained on successful behaviors delivers unbiased, objective assessments and actionable recommendations, enabling targeted coaching to drive measurable impact with CSAT goals.

## Manage end-to-end quality workflows



## Real impact, real results

**BOSE**

**34%**  
increase in  
CSAT YoY

[Read more](#) →

**REPUBLIC  
SERVICES**

**30%**  
reduction in  
repeat calls

[Read more](#) →

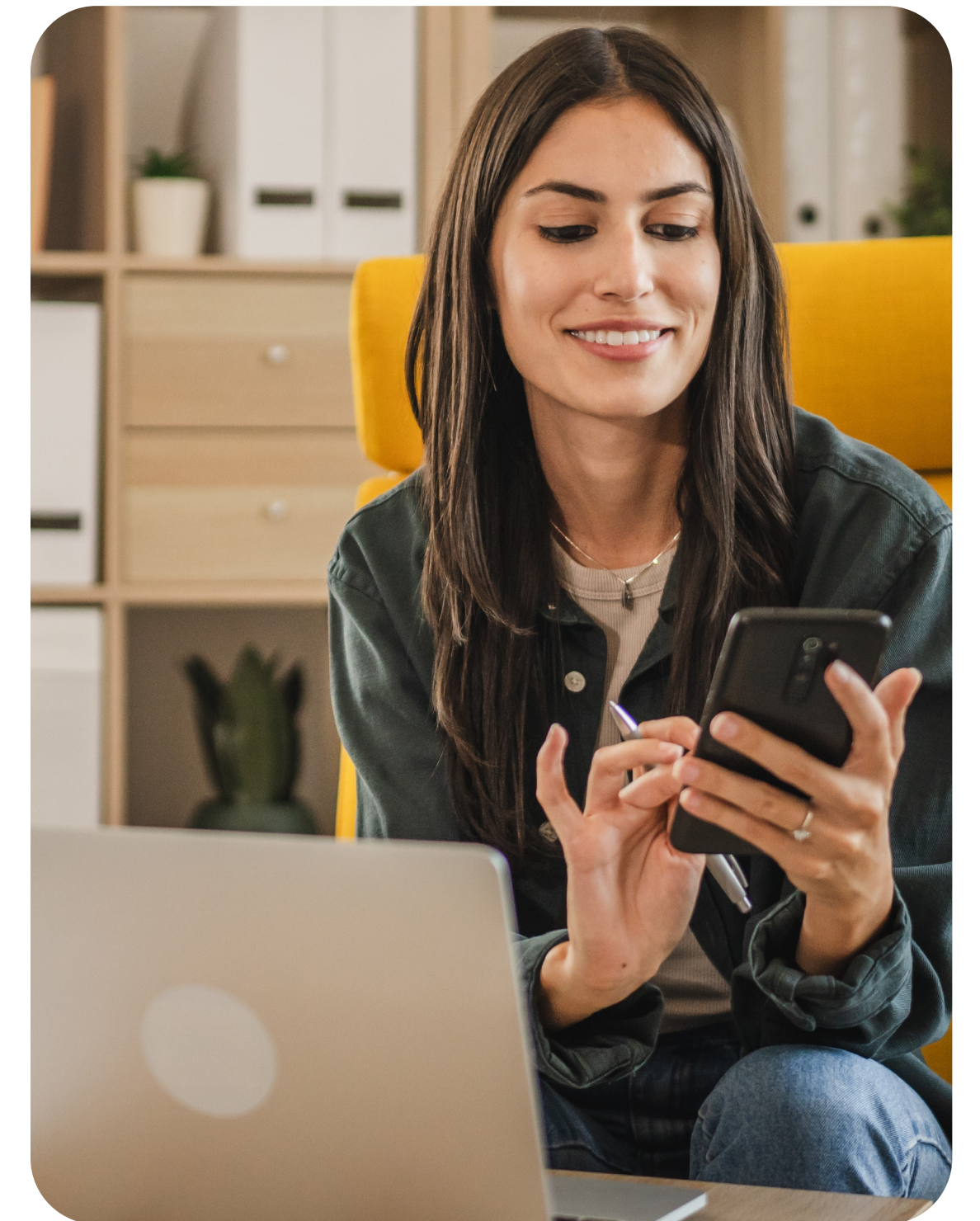
**Hyundai Capital**

**36%**  
reduction in  
complaints YoY

[Read more](#) →

## The NiCE difference

AI-driven quality management removes the burden of manual scoring by AI-driven quality management by automatically analyzing calls, tracking sentiment, coaching agents, and ensuring compliance.



“We’re able to identify an issue that customers are calling about more today than they were yesterday and **get in front of it with proactive communications** or training.”

### Krystal Davis

Contact Center Infrastructure and Planning Manager, Fulton Bank



# Inside our unique approach: Everything you need for AI-first CX

NiCE CXone

## Engagement Orchestration

### Orchestrate end-to-end customer engagement

- Omnichannel Engagement
- Orchestrator
- Voice Services

**>15B** Interactions  
orchestrated annually

## Workforce Empowerment

### Empower workforce productivity

- Workforce Engagement Management
- Copilots

**>1M** Human agents  
on the platform

## Agentic Experience Automation

### Automate experiences with AI agents

- Conversational AI and Agentic Platform
- Knowledge Management

**>6B** Interactions  
automated annually

## CX AI Platform

### One unified AI platform built for CX transformation

- Seamless engagement
- Connected intelligence
- Open ecosystem
- Trust and observability

**>25K** Brands  
trust NiCE



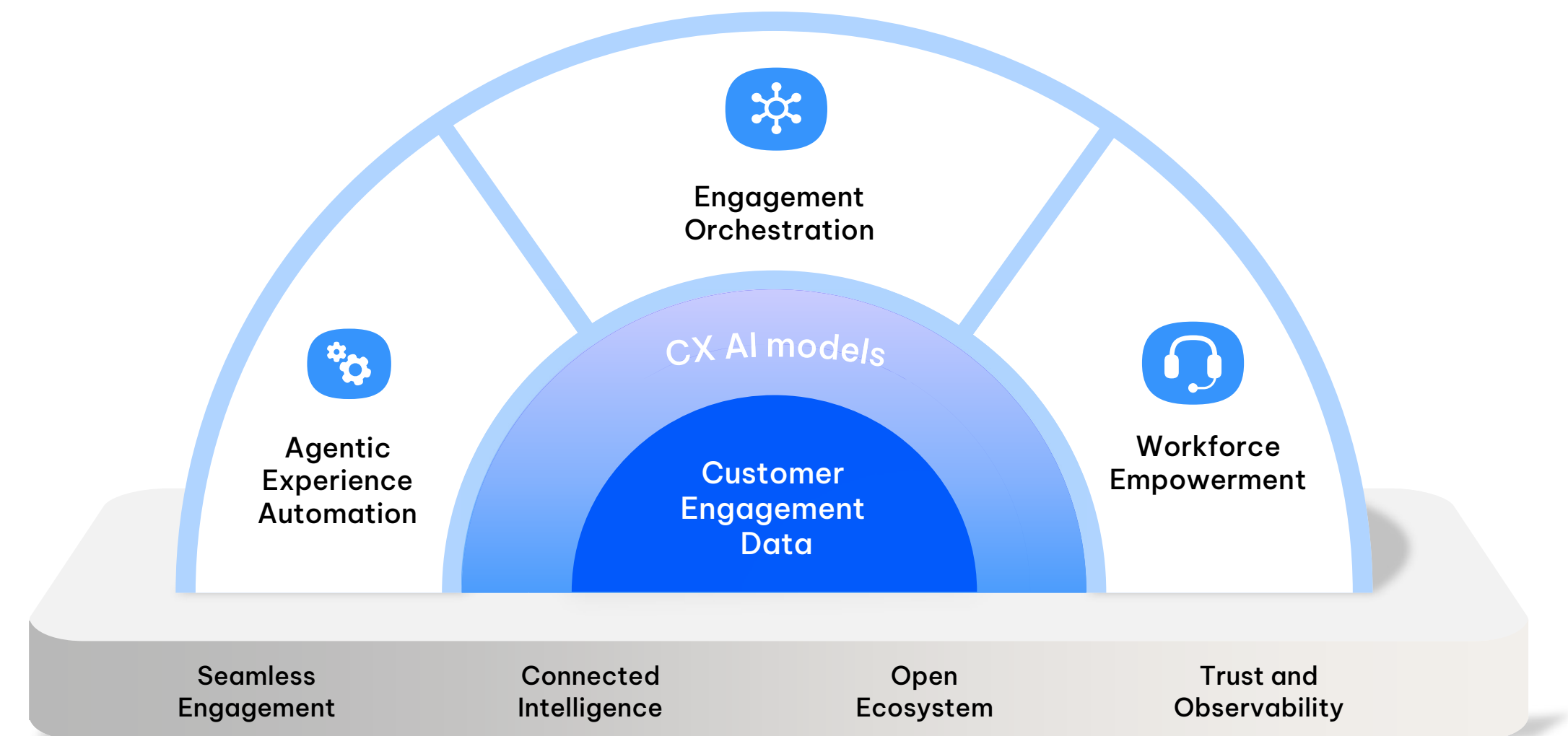
# Empowering enterprises for the AI-first future of customer experience

NiCE CXone is the CX AI platform for orchestrating human and AI agents to automate experiences, empower the workforce, and accelerate smarter experiences at every point of engagement.

Built for the AI-first enterprise, NiCE unifies an AI-ready data foundation, connected systems, and customer experience on one platform, turning data into intelligent action across your business.

Only NiCE securely combines generative and CX-specific AI with contextual memory to deliver automation that's proactive, trusted, and always improving. Open and extensible by design, NiCE simplifies legacy complexity and empowers leaders to turn CX into a strategic engine for enterprise growth, efficiency, and innovation.

## NiCE CXone



# Experience the NiCE advantage for your business

[Watch the demo here](#)



## 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](http://www.nice.com)

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