

NiCE Digital Experience

From fragmented channels to one unified, AI-powered solution

Why Migrate to NiCE Digital Experience

Today's digital strategies are often dependent on disconnected point solutions, which leads to inconsistent experiences, operational inefficiencies, and rising costs. NiCE Digital Experience changes this paradigm completely, unifying every interaction—both voice and digital—on a single solution rich with native AI capabilities. You can capture customer intent, orchestrate journeys, design workflows, and personalize experiences from first interaction to final resolution.

NiCE Digital Experience is your best foundation for AI-powered customer engagement.

The Challenges of Legacy Digital CX

The rapid growth of digital channels and rising customer expectations for seamless, connected experiences are driving channel sprawl — adding complexity and intensifying CX operational challenges.

- **Expensive to scale:** Adding new channels requires new tools, integrations, and ongoing costs.
- **Inefficient operations:** Siloed bots, agents, and workflows limit visibility and slow resolution.
- **Fragile architecture:** Complex integrations delay time-to-value and hinder innovation.

The NiCE Approach: End-to-End Orchestrated Engagement

One solution. Every channel. A seamless customer journey.

NiCE Digital Experience brings all interaction channels together in a single, AI-powered solution that streamlines and unifies each customer journey.

- Begins from the beginning: **Captures customer intent from the first touch to the last.**
- Connects the dots: **Orchestrates engagement across customers, agents, AI, and back-end systems.**
- Stays on point: **Delivers connected, context-aware experiences at every step.**

Customer Experience

From disconnected interactions → orchestrated, personalized journeys

- **30+ digital and voice channels, plus Bring Your Own Channel**
- **Continuous, omnichannel journeys**
- **Always-on, asynchronous engagement**
- **Proactive, intent-based, and context-aware engagement**

Agent Experience

From siloed tools → one intelligent, unified workspace

- **A single interface and full context across all channels**
- **AI-powered automation and real-time guidance**
- **Seamless transition between automation and live support**

Business Impact

From fragmented operations → scalable, orchestrated growth

- **One solution, one data layer, and one monitoring center for all interactions**
- **End-to-end orchestration** across front, middle, and back offices
- **Lower cost-to-serve** through automation and digital containment
- **Future-ready – designed to support evolving AI capabilities and agent workspaces**
- **Faster resolutions, increased conversation, retention, and customer lifetime value**

As You Move to Digital Experience

- Keep your channels, but lose the silos. Workflows for all your current interaction channels transition to a **single layer of shared data, coordinated routing, and unified orchestration.**
- **Holistic journeys replace disjointed handoffs.** Intent, context, and history persist across bots, agents, and channels, with no need for point solutions or custom workarounds.
- **AI is embedded, not bolted on.** The solution has built-in AI-powered automation, containment, and guidance, and is designed for future native agentic AI — no more relying on fragile integrations.
- **Scale without replatforming or increasing costs.** New channels, AI capabilities, and digital engagement models can be added without re-architecting your stack or complicating its governance.

NiCE Digital Experience isn't a rip-and-replace. It's how legacy digital can finally scale, orchestrate, and integrate AI — without adding complexity — to deliver consistent, connected experiences.



NiCE Digital Experience

One solution. Every channel. A seamless customer journey.

Voice and Digital



Voice



IVR



Email



Chat



2-Way Video



Co-Browse



Guide

Social Media



Instagram



Facebook



LinkedIn



YouTube



Apple App Store



Google Play



Google Places

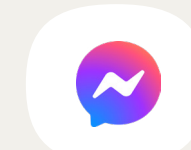
Private Messaging



SMS/MMS/RCS



WhatsApp



FB Messenger



Instagram DM



Apple Messages
for Business



LINE



Telegram



Teams



Slack

Bring Your Own Channel



BYOC API



Webex



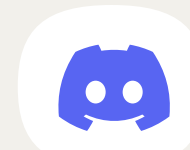
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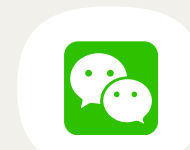
Zoom



TikTok



Discord



WeChat



KakaoTalk



Tencent QQ



Sprinklr



Viber

SDK



Mobile SDK for iOS



Mobile SDK for Android



Chat Web SDK

NiCE CXone

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

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