

Case studies

Customer experience worth talking about

Top 10 Copilot Automated Summary customer stories

NiCE



Top 10 Copilot Automated Summary



Financial services

1



Healthcare

2



Financial services

3



Business services

4



Communication

5



Financial services

6



Travel

7



Financial services

8



Utilities

9



Consumer

10

1. Premium Credit

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Industry: Financial services

Website: www.premiumcredit.com

Geo / Region: EMEA

Location: UK & Ireland

Company size: Enterprise

Full story here [→](#)

NiCE Solution

| [Copilot for Agents](#)

Challenge

Premium Credit serves over 3 million customers across insurance, tax, and professional services through 2,500 partners. Agents were still writing case notes by hand in a highly regulated environment, slowing down every call and adding risk of inconsistent documentation. With an ambition to serve 1 in 10 individuals and businesses by 2030, Premium Credit needed a platform that could remove that manual burden without sacrificing compliance.

Solution

Automated Summary became the on-ramp for Premium Credit's Acceleration phase, delivering fast ROI while improving both agent and customer experience. Moving 99% of summaries over as-is cut AHT by 46 seconds almost immediately, and automatically capturing transcripts improved note quality in a highly regulated environment. Once that first use case proved out, teams began identifying their own AI opportunities, positioning Automated Summary as the accelerator that carried them into Proactive AI trials and NiCE AI Agents (Cognigy).

Key Outcomes

46 sec

AHT reduction since start of Automated Summary trial

96%

CSAT vs. 90% target

99%

Automated Summary transcripts copied across "as is"

+80

Customer NPS

“

They're knocking on our door, saying we also think it could work here. Could we also use it there? We have a list!”

Paul Griffin,
Head of Operational Excellence,
Premium Credit



1.

2. Bluecrest Wellness

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Bluecrest

Industry: Healthcare

Website: www.bluecrestwellness.com

Geo / Region: EMEA

Location: UK

Company size: Mid-Market

Full story here



NiCE Solution

| [Copilot for Agents](#)

Challenge

Bluecrest Wellness delivers more than 1.3 million preventative health assessments annually through a national clinic network, with 130 advisors handling around 240,000 interactions a year. In this regulated healthcare setting, every call ended with manual after-call documentation, a process that needed to keep pace with rising patient volume without adding risk to what gets recorded in the patient record.

Solution

Automated Summary went live on day one of Bluecrest's CXone migration, built with a safeguard for its regulated environment: every summary was advisor-reviewed before it touched the patient record. That human-in-the-loop review didn't slow anything down. Within two weeks, ACW dropped from 3.5 to 2.5 minutes, giving Bluecrest the data foundation for a five-stage agentic AI roadmap powered by NiCE AI Agents (Cognigy).

Key Outcomes

3.5 to 2.5 min

Average after-call work time
(within first two weeks of
Automated Summary)

+10 pts

Customer NPS (54 to 64)

77% to 94%

Answer rate improvement

24%

System operating cost reduction

“

Don't be scared of Automated Summary. It has the human in the loop. Go straight for it, because that will help you pay for everything else. If your advisors are spending a lot of time writing notes, and you want consistent, accurate, same-format notes, Automated Summary is a no-brainer. And the savings will fund the next thing on your list.”

Russell White,
Director of AI & Transformation,
Bluecrest



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3. Maps Credit Union

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Industry: Financial services

Website: www.mapscu.com

Geo / Region: Americas

Location: USA

Company size: Mid-Market

Full story here



NiCE Solution

| [Automated Summary](#)

Challenge

Maps Credit Union set out to modernize the member experience on a single platform, targeting an improved call experience for members, a better agent experience, and a clear quality management program. Manual notetaking was a major drag on throughput: in departments like Loss Prevention, agents spent 2 to 3 minutes documenting every call, limiting how many members each agent could serve per hour.

Solution

Automated Summary cut after-call work by 90 to 94 percent, with Loss Prevention documentation dropping from 2-3 minutes to 20-30 seconds per call. Handled calls per agent per hour rose 21.6%, average handle time fell by 35 seconds, and a core-integrated IVR now resolves 90% of balance inquiry calls, freeing agents for the conversations that need them.

Key Outcomes

90-94%

Reduction in after-call work

35 sec

Reduction in average handle time

21.6%

Increase in handled calls per agent per hour per agent per hour

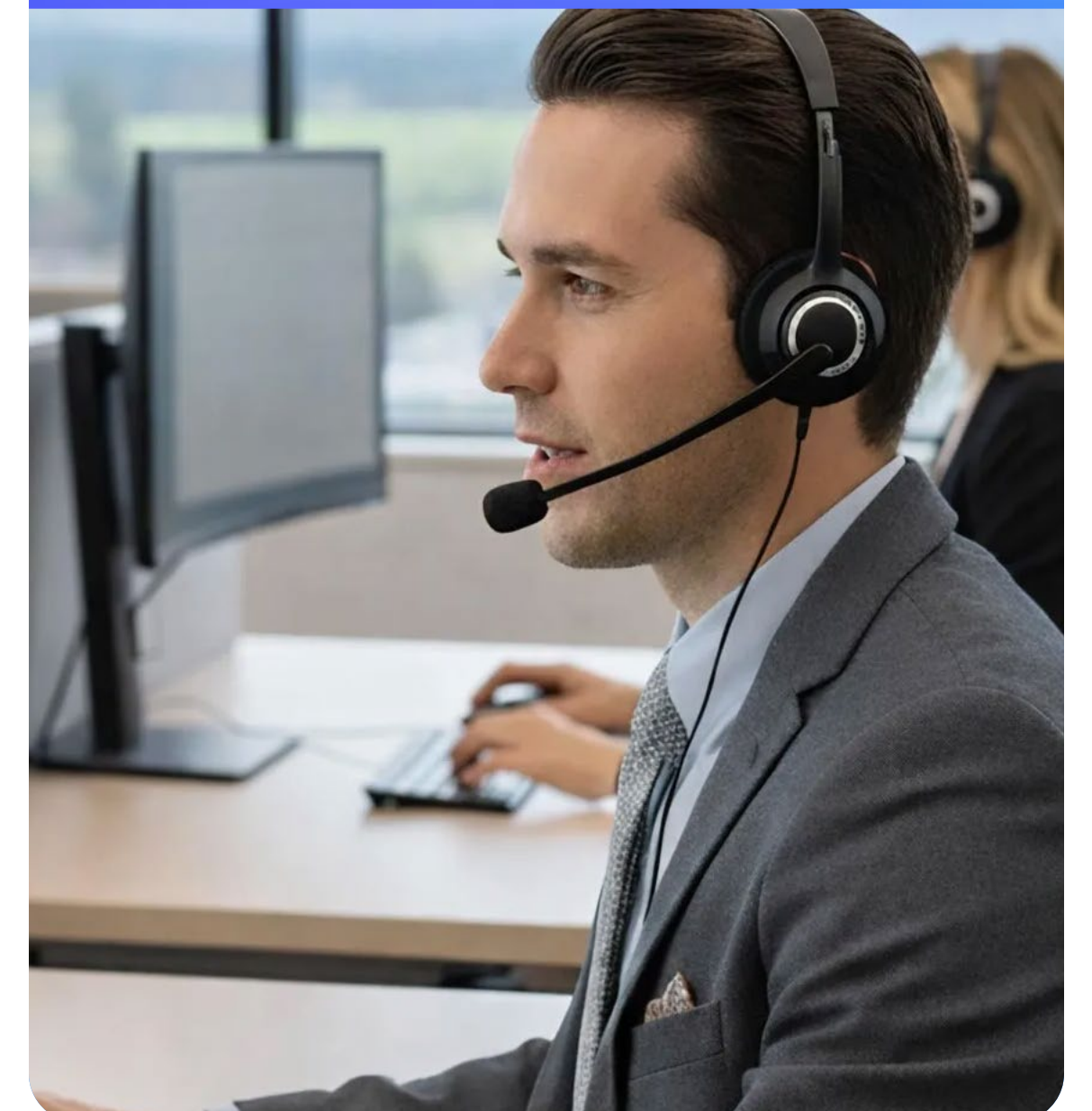
90%

Balance inquiry calls handled by IVR

“

We targeted an improved call experience for members, better agent experience, and a clear quality management program, and our NiCE implementation delivered on those primary targets and much more.”

Michelle Seymour,
AVP of Contact Center and E-Services,
Maps Credit Union





Industry: Business Services

Website: michelinconnectedfleet.com.br

Geo / Region: Americas

Location: Brazil

Company size: Mid-Market

Full story here



NiCE Solution

| [Copilot for Agents](#)

Challenge

MICHELIN Connected Fleet in Brazil needed to scale its sales QA process beyond manual call listening. Reviewing 232 calls per cycle took an entire month of one-by-one listening, with no practical way to capture sentiment across thousands of customer interactions or turn that insight into coaching and retention action.

Solution

Most teams treat call summarization as a time-saver. MICHELIN Connected Fleet used it to close a coverage gap: with Automated Summary, 100% of customer interactions are now analyzed and summarized automatically, so nothing goes unreviewed. Sales QA reviews scaled from 232 calls a month to 1,200 in two days, and the team built two AI configurations in-house, one for retention analysis and one for sales QA, to surface sentiment across 10,000+ interactions in a few clicks.

Key Outcomes

232 to 1,200

Sales QA call reviews scaled from a month to two days

10,000+

Interactions summarizable in a few clicks including sentiment

100%

Customer interactions analyzed and summarized automatically

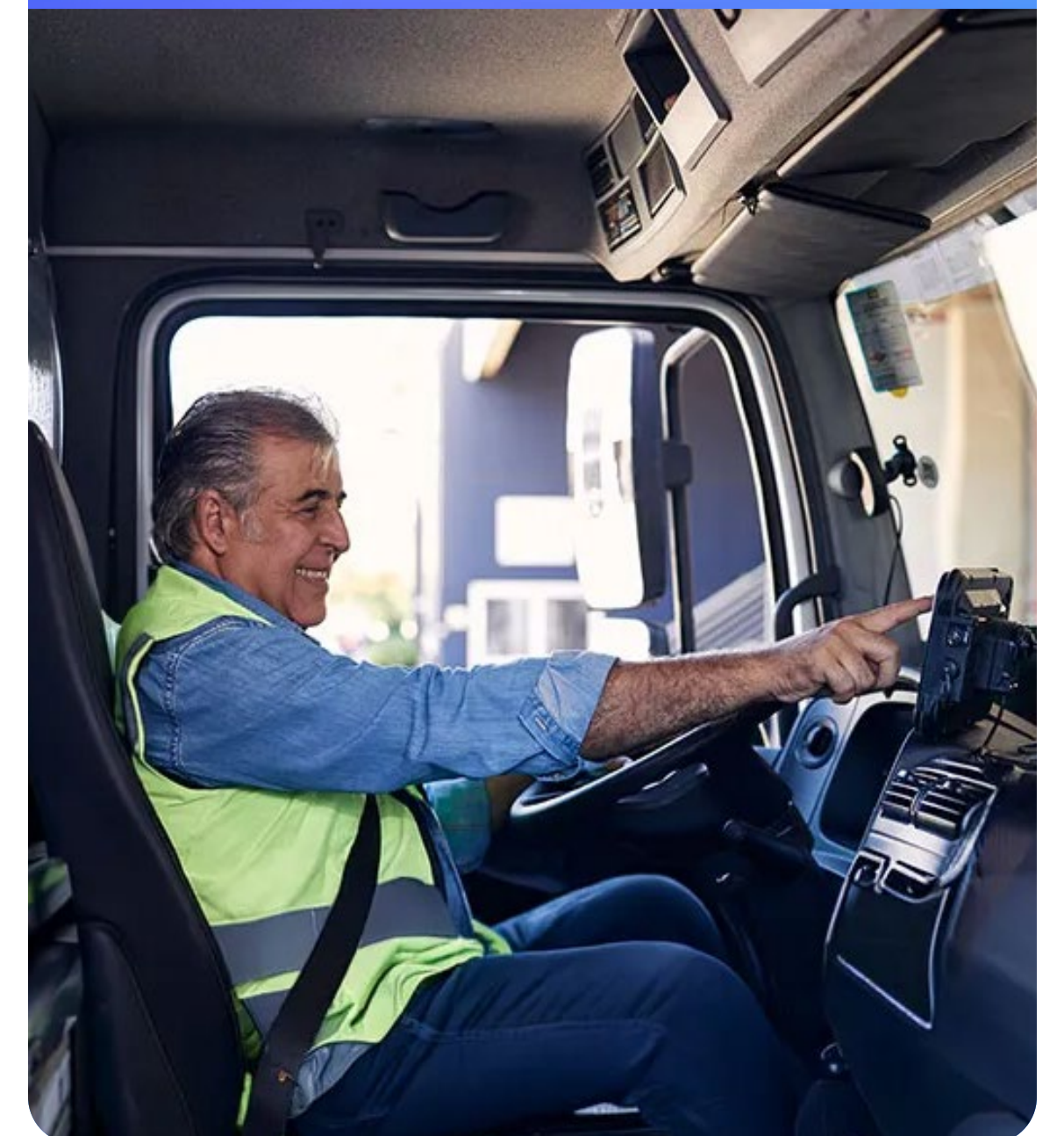
2

AI configurations developed in-house (retention + sales QA)

“

Before, we had to listen to every call one by one. Now, if I want to summarize the feeling of our last 10,000 customers, I can do it in a few clicks. It is really fast.”

Lilian Beatriz Goncalves da Costa,
Telesales Training Coordinator,
Michelin Connected Fleet





Industry: Communication
Website: www.consumercellular.com
Geo / Region: Americas
Location: USA
Company size: Enterprise

Full story here



NiCE Solution

| [Copilot for Agents](#)

Challenge

Consumer Cellular has built its brand on human-first customer service for over 30 years, serving approximately 4.5 million subscribers with a 100% U.S.-based agent workforce. Agents still spent real time on manual after-call notes between conversations, and the company wanted to bring AI into that workflow without compromising the personal, human service its customers expect and its frontline delivers.

Solution

Consumer Cellular built its Copilot for Agents and Automated Summary rollout around frontline input from the start, giving agents a hand in shaping how AI showed up in their workflow. That ownership turned agents into the technology’s strongest advocates, surfacing new use cases and advancing the capability, so AI reinforces the human conversation Consumer Cellular has built its brand on rather than standing in for it.

Key Outcomes

30 yrs

Of human-first customer service

100%

U.S.-based agent workforce

~4.5M

Subscribers



Frontline became
AI advocates

“

We’re kind of the pit crew. More specifically, we’re the tires. They’re the only part of the car that’s touching the track. And it’s like that with customers.”

Adam Davids,
VP of Contact Center Operations,
Consumer Cellular





Industry: Financial services
Website: www.moneyplus.com
Geo / Region: EMEA
Location: UK
Company size: Mid-Market

Full story here

NiCE Solution

| [Copilot for Agents](#)

Challenge

MoneyPlus provides debt advice to customers navigating genuinely difficult financial moments, where the quality of a conversation matters as much as its speed. With the customer base expected to double within 18 months, the company needed its roughly 100 advisors to handle more conversations without sacrificing the empathy and attention each customer deserves.

Solution

Copilot for Agents with Automated Summary freed advisors from notetaking so they could focus on listening. Average speed of answer dropped 28%, from 45 to 32 seconds, and average handling time fell 4.8%, from 392 to 373 seconds, while conversation quality stayed the operation’s north star.

Key Outcomes

28%

Drop in average speed of answer (45s to 32s)

2x

Expected customer base growth in first 18 months

~100

Advisors empowered with real-time AI guidance

4.8%

Drop in average handling time (392s to 373s)

“

It’s not about the efficiency. It is about the quality of conversations. And that agent empowerment just to listen, just to talk -- these customers are coming to us in really difficult times.”

Christina Albert,
Director of Operations,
MoneyPlus



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7. Carnival UK
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Industry: Travel
Website: www.carnivalukgroup.com
Geo / Region: EMEA
Location: UK
Company size: Enterprise

Full story here [→](#)

NiCE Solution

- Automated Summary
- Copilot for Agents

Challenge

Carnival UK, home of P&O Cruises and Cunard, manages 1.2 million guest interactions a year across sales and service. Post-call documentation was eating into time agents could spend serving thousands of new guests, and the company needed an AI roadmap it could build on to raise efficiency and agent experience, not a one-off deployment.

Solution

Carnival UK started with Automated Summary as the foundation, proving fast, low-risk ROI before expanding into Copilot for Agents. That staged approach paid off: internal NPS rose 10 points, over 95% of sales calls are now answered, and the operation has posted double-digit efficiency gains, with the team continuing to invest in the NiCE roadmap.

Key Outcomes

+10 pts

Internal NPS increase

Double digit

Gains in efficiency

95+%

Of sales calls answered

1.2M

Interactions managed yearly

“

Now that we have the foundations in place, we’re looking beyond our original program and continuing to invest in NiCE products.”

Jon Wells,
Contact Centre Director, Carnival UK





Industry: Financial services
Website: www.itau.com.br
Geo / Region: Americas
Location: Brazil
Company size: Enterprise

Full story here [→](#)

NiCE Solution

- Automated Summary
- Copilot for Agents

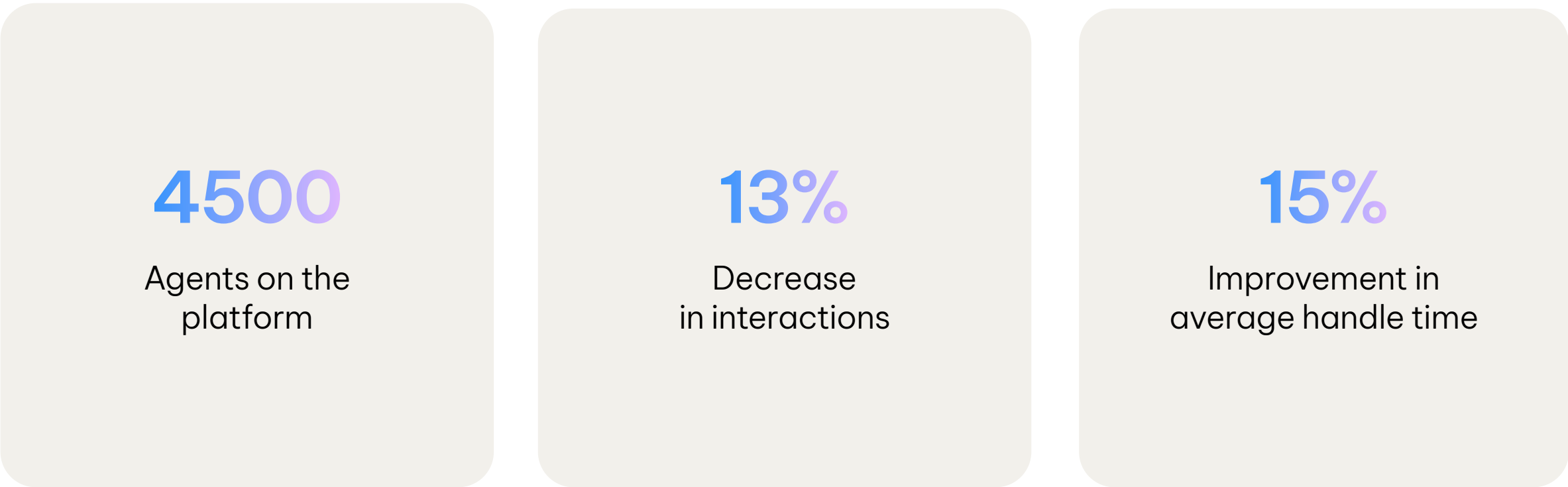
Challenge

Itau Unibanco, one of the largest banks in Latin America, ran contact centers with 4,500 agents supporting a growing list of products and services. Agents often had to flip through 20–30 pages of reference material to work through a single case, and at that scale, the bank needed AI capabilities it could build once and reuse everywhere, rather than configuring each operation from scratch.

Solution

Itau deployed Automated Summary and Copilot for Agents on CXone, building AI configurations once and reusing them across every contact center instead of configuring each operation from scratch. Agents piloting Automated Summary and Copilot for Agents now get script suggestions surfaced directly in the interaction, cutting the search time once needed for lengthy reference documents. Across the full CXone rollout, interactions fell 13% thanks to stronger self-service and chatbot deflection, and average handle time improved 15% for the 4,500-agent operation.

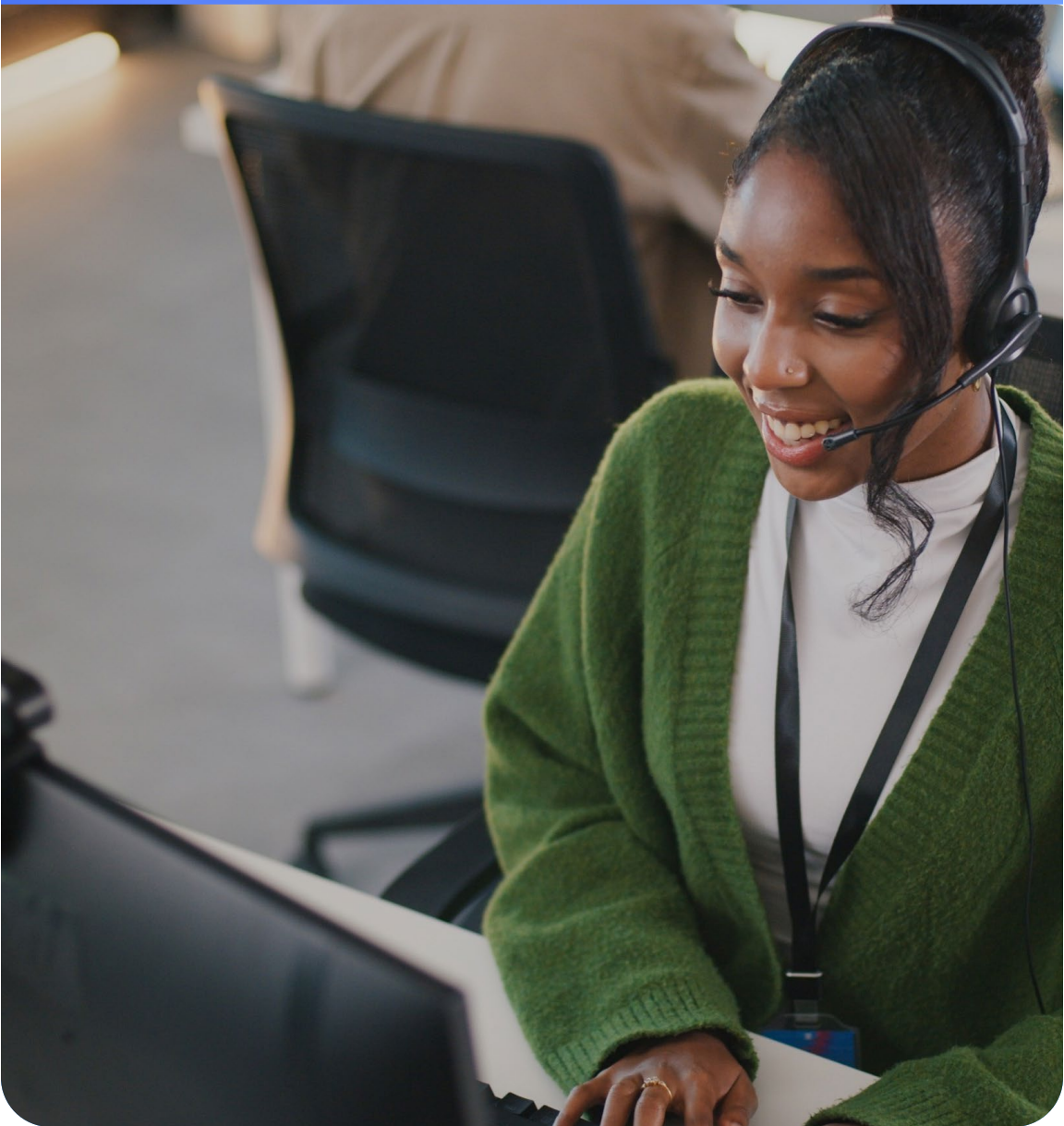
Key Outcomes



“

NiCE’s ability to help us build something that can be re-created and reused as needed across our contact centers was an important part of the solution for us.

Thiago Shigueo Miyahira,
Contact Center Engineering Manager,
Itau Unibanco



essent

Industry: Utilities

Website: www.essent.nl

Geo / Region: EMEA

Location: Netherlands

Company size: Enterprise

Full story here [→](#)

NiCE Solution

| [Copilot for Agents](#)

Challenge

Essent, a leading Dutch energy provider, needed a scalable AI support ecosystem to absorb growing customer demand across voice and chat, without agents losing time to manual after-call documentation. The goal was end-to-end coverage: AI handling routine contact autonomously while agents stayed equipped, and freed up, for the conversations that reached them.

Solution

Essent paired Automated Summary and Copilot for Agents with Voice AI and Chat AI to build full-coverage support. The agent copilot layer, including Automated Summary, delivers EUR 2M in annual savings on its own, while the wider ecosystem resolves 55% of chats end to end and collected 22,000 meter readings via Voice AI in two weeks.

Key Outcomes

EUR 2M

Annual savings with Copilot for Agents

AI First

All incoming chat handled by AI first

55%

End-to-end automation on chat

22,000

Customer meter readings via Voice AI in two weeks

“

By combining Agent Assist, Chat, and Voice AI, we’ve created a seamless, scalable support ecosystem.”

Nina Kiemeneij,
Product Owner Conversational AI,
Essent





Industry: Consumer
Website: www.publicstorage.com
Geo / Region: Americas
Location: USA
Company size: Enterprise

Full story here

NiCE Solution

| [Copilot for Agents](#)

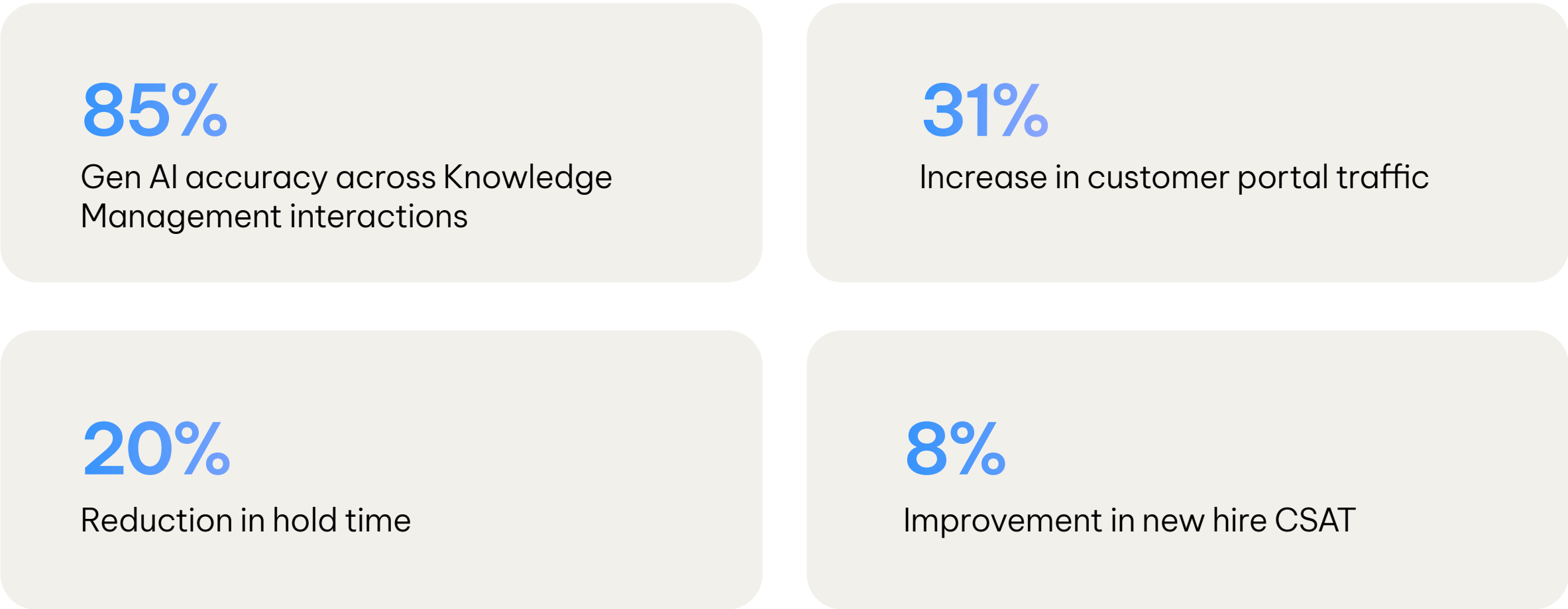
Challenge

Public Storage, the largest self-storage company in the U.S., wanted AI in its customer care operation but refused to rush it onto shaky ground. The priority was consolidating the contact center platform first, so that when AI landed, it landed on a foundation built to carry it.

Solution

With the platform consolidated, Public Storage layered in Copilot for Agents with Automated Summary alongside Knowledge Management, giving agents faster, more consistent documentation right alongside faster answers. Across that combined rollout, Gen AI accuracy reached 85% for knowledge interactions, hold time dropped 20%, customer portal traffic rose 31%, and new hire CSAT improved 8%.

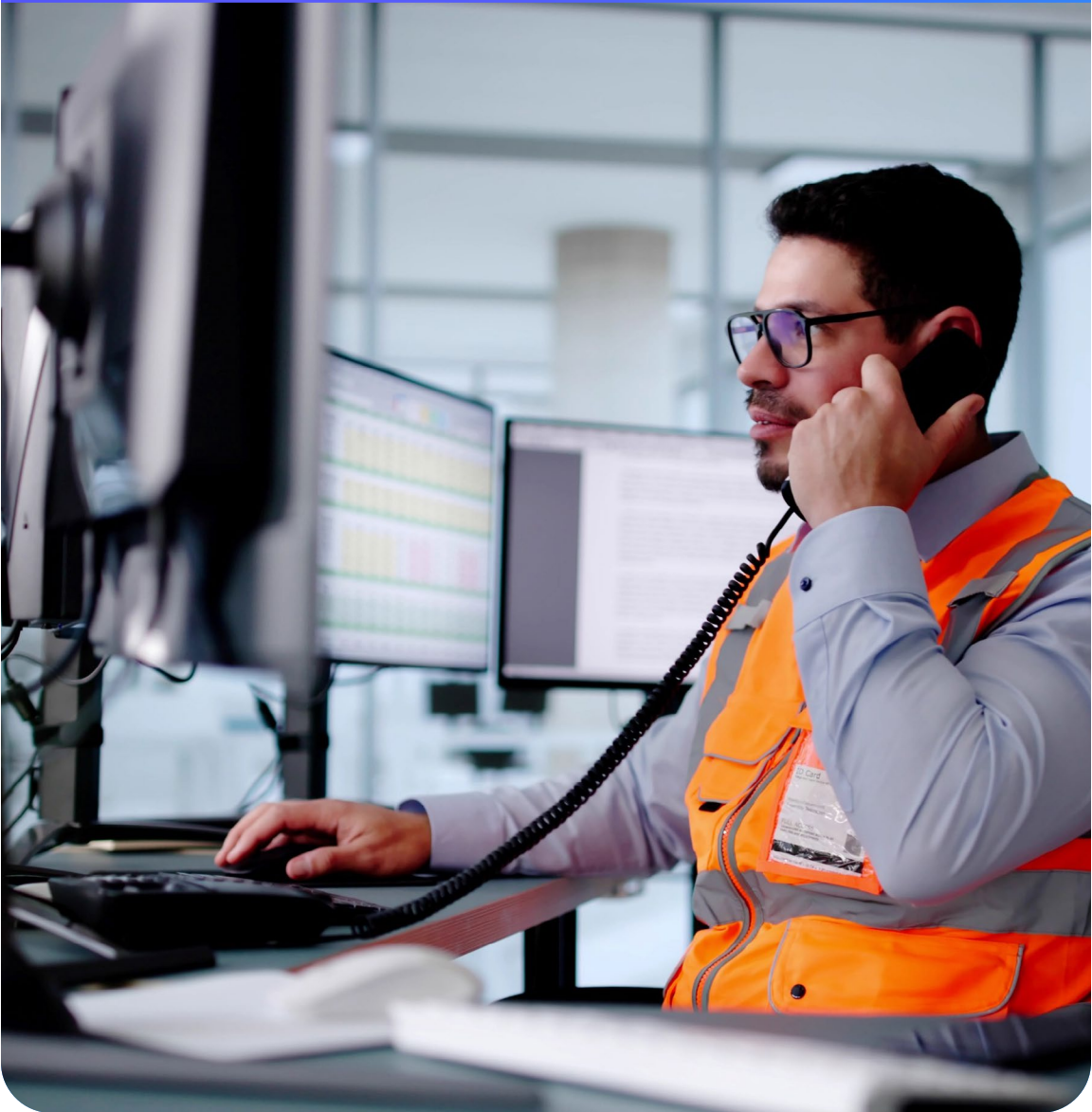
Key Outcomes



“

This was never about selecting a vendor. It was about choosing a strategic partner with the same customer obsession and focus to grow with us.”

Dilhara Kaluarachchi,
VP of Customer Care Center
Public Storage



How NiCE can help.

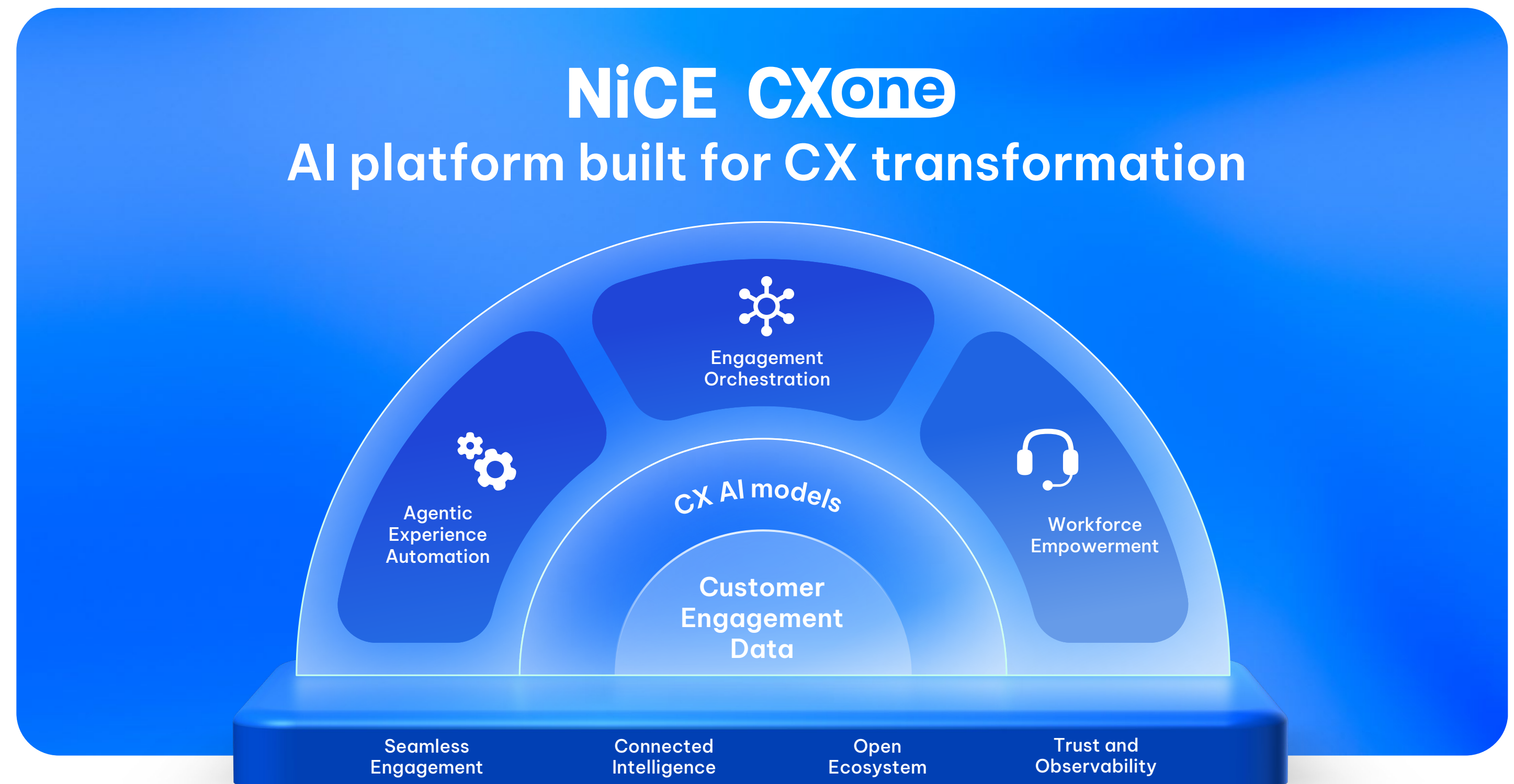
NiCE CXone is the AI-first platform for Customer Experience. Built in the cloud, it replaces legacy limitations with speed, scale, and innovation. It drives AI transformation across the enterprise by automating service from intent to fulfillment, augmenting the workforce with real-time intelligence, and orchestrating workflows on one unified platform.

With AI at the core, CXone delivers transformation that compounds value over time. Every interaction, workflow, and decision makes the next one smarter, driving measurable ROI through growth, efficiency, and loyalty.

Only NiCE unites generative and CX-specific AI, orchestrated in real time to apply the best intelligence for every use case. Connected intelligence flows across the most complete CX suite in the industry, powering transformation with precision and scale.

Unlike Frankenstacks or on-prem systems, CXone is open, extensible, and observable by design. It's the foundation for thriving in the rapidly expanding age of CX, where foundational AI platforms deliver transformation at scale.

[Speak to an expert](#)



Summaries are the starting point. This AI turns customer experiences into real ROI, starting day one.

Discover 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.

www.nice.com

Contact us

