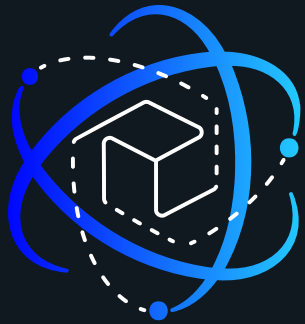


Enlighten AI for CX

Driving Innovation from Vision to Reality



NICE

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Build a Stronger Business with AI

Organizations operate in a constantly changing and complex environment, which poses various challenges and obstacles, including economic uncertainty, increased competition, changing customer preferences, and technological advancements. To succeed in this environment, organizations must keep in mind multiple competing objectives as they make decisions.

Meeting high consumer expectations is a key objective for many organizations, and this need grows more complex as organizations must interact with customers through various digital channels at any time. Furthermore, organizations must invest in a dynamic workforce with tools that enable productivity while supporting engagement from any work location. Finally, any new technology investment must show an ROI and scale to meet future needs.

Clarity via data insights is critical to navigating the path forward through these demands. Most businesses lack visibility into their data to guide them, and instead make decisions based on intuition. What businesses need are solutions that eliminate the uncertainty, using CX solutions built on data, powered by AI, and delivered from a cloud platform.



What differentiates best in class from the rest?
Investment in AI.

BEST-IN-CLASS COMPANIES ARE RACING AHEAD:

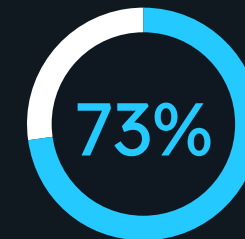
90%

more likely to invest in AI

3.5x

increase in customer satisfaction YoY

SOURCE: ABERDEEN »



“73% of contact centers struggle to use data to achieve their CX and operational objectives.”

– ABERDEEN »



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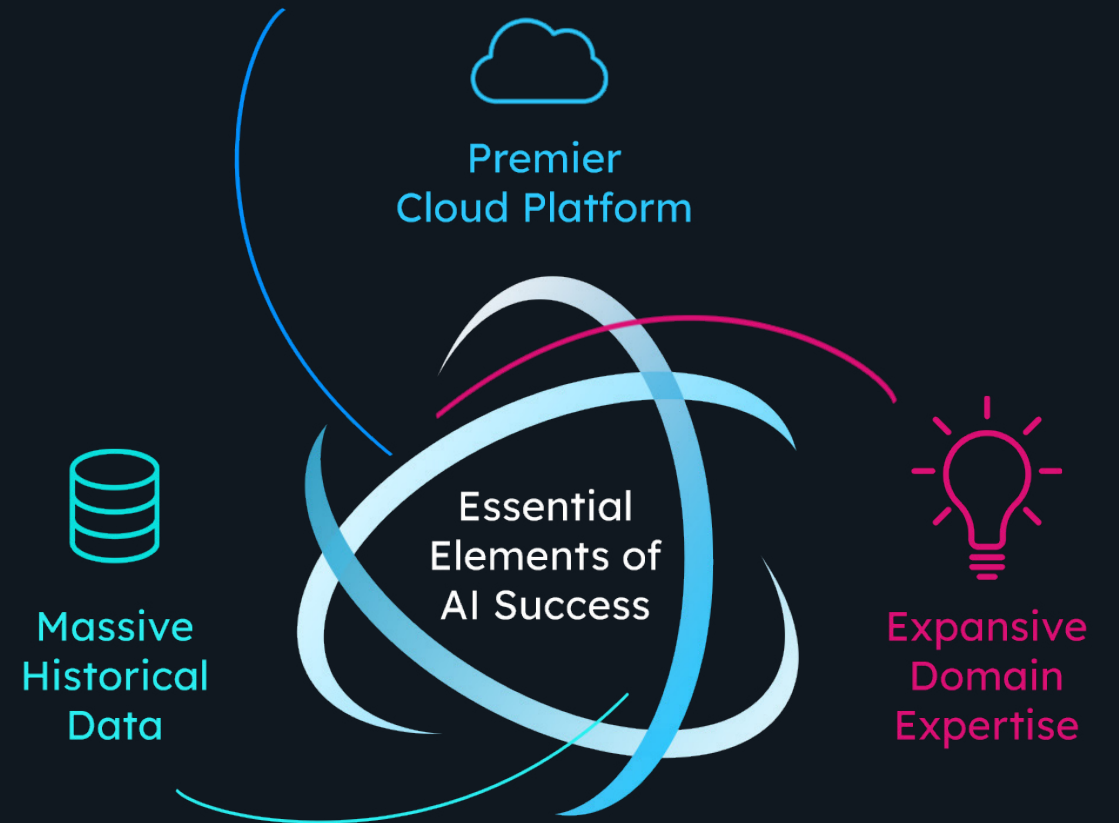
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Essential Elements of AI Success

Advances in AI technology are a promising solution that address all of these business challenges. Yet with all the buzz around AI, it is important to take a deeper look into how the technology was developed for organizations looking to provide better CX as a competitive differentiator. AI projects fail because they do not have all three critical components: a massive historical CX dataset, expansive domain expertise from which to make purpose-built AI models, and a premier cloud platform and application suite that operationalize insights.



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Massive Historical Data

AI solutions require a large quantity of labeled CX data to build powerful analytic models. An often overlooked data requirement is its relevance to the use case. To improve customer experience, the models need to be built on customer experience interactions data, not generalized internet data, otherwise the outcome will be disappointing. Vendors who require that their customers provide them with data in order to build custom AI models indicate that they do not have sufficient data to build models tailored to their customer's business.



Expansive Domain Expertise

To realize a rapid ROI, it takes specific domain expertise in CX, WFO and CCaaS along with the massive amounts of data to develop purpose-built AI models for specific use cases. The AI models are built upon a deep understanding of industry-specific needs, an accurate interpretation of data, and provisions for specific requirements, such as regulatory compliance. These models identify patterns in data that are not visible to manual analysis or generalized models.



Premier Cloud Platform

Businesses may have the best data and models but lack a way to operationalize the insights. In this case, the AI investment will fall short of its intended goal. It can be equated to having an AI app that drives your car – yet you don't own a car or even have a driver's license.

By embedding AI in a native cloud platform and application suite (suiteform), businesses can proactively address the needs of their customers. The platform unifies, collects, and orchestrates data in every customer interaction and across their entire journey. It enables resolution through data driven self-service and agents that are prepared to successfully resolve any needs event. Only a native cloud platform that is proven through wide industry adoption can efficiently scale data and AI in multiple applications to yield exponential results across an organization.



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Realize AI's Full Potential

NICE Enlighten AI is a suite of AI solutions that is purpose-built for CX and makes every application and process smarter in real time. Enlighten AI removes the complexity and guesswork from the equation by analyzing every single interaction—from any touchpoint—to capture the insights and metrics that lead to more effective decision-making at scale.

Insights from Enlighten AI are embedded across NICE's portfolio of CX solutions to help businesses meet the growing demands of today's marketplace, including delivering a better customer experience, engaging their workforce, and automating complex decisions that align with business priorities.

DEEPEST AI FOR CX DOMAIN EXPERTISE

Trusted by the world's largest brands

500+

Patents



AI for CX market share leader

20+

Years of AI and analytics innovation with the largest labeled CX datasets

200+

Pre-built models



Leader in CCaaS, WFO, & CX

180M

Interactions per day analyzed

BENEFITS:



Improve customer experience



Engage the workforce



Scale investment and savings



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A Clear Path Forward

Enlighten AI delivers the critical elements to effectively utilize AI for business success across every customer touch point.

Leverage the largest labeled CX dataset—Models are developed from the largest interaction dataset across all industries from 20+ years of analytics, so training models are not required.

Apply purpose-built machine learning models—Enlighten AI models use specialized CX data which are applied to specific use cases that span every touchpoint in the customers' journey.

Operationalize insights —AI is natively embedded across the NICE CXone native cloud platform and CX applications, enabling automated decision-making at scale. No APIs or third-party applications are needed, giving you seamless solutions to meet your every goal—from smart self-service to improved agent performance.



THE BROADEST AI PORTFOLIO FOR CX



EXPERIENCE OPTIMIZATION

Smart self-service, fast



AI ROUTING

Personalize every connection



CUSTOMER SATISFACTION

Improve behaviors & sentiment



SALES EFFECTIVENESS

Drive sales skills in real time



COMPLAINT MANAGEMENT

Identify root causes



VULNERABLE CUSTOMERS

Comply with FCA regulations



AUTOSUMMARY

Eliminate manual notetaking

**Purpose-built AI for CX
Developed on the Largest CX Data Sets**

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Experience Optimization

Smart Self-Service, Fast

CHALLENGE:

Many self-service applications struggle to complete more than simple tasks because they are manually programmed, often with guesswork, which limits their ability to understand customers' intents and respond with the best resolution steps.

SOLUTION:

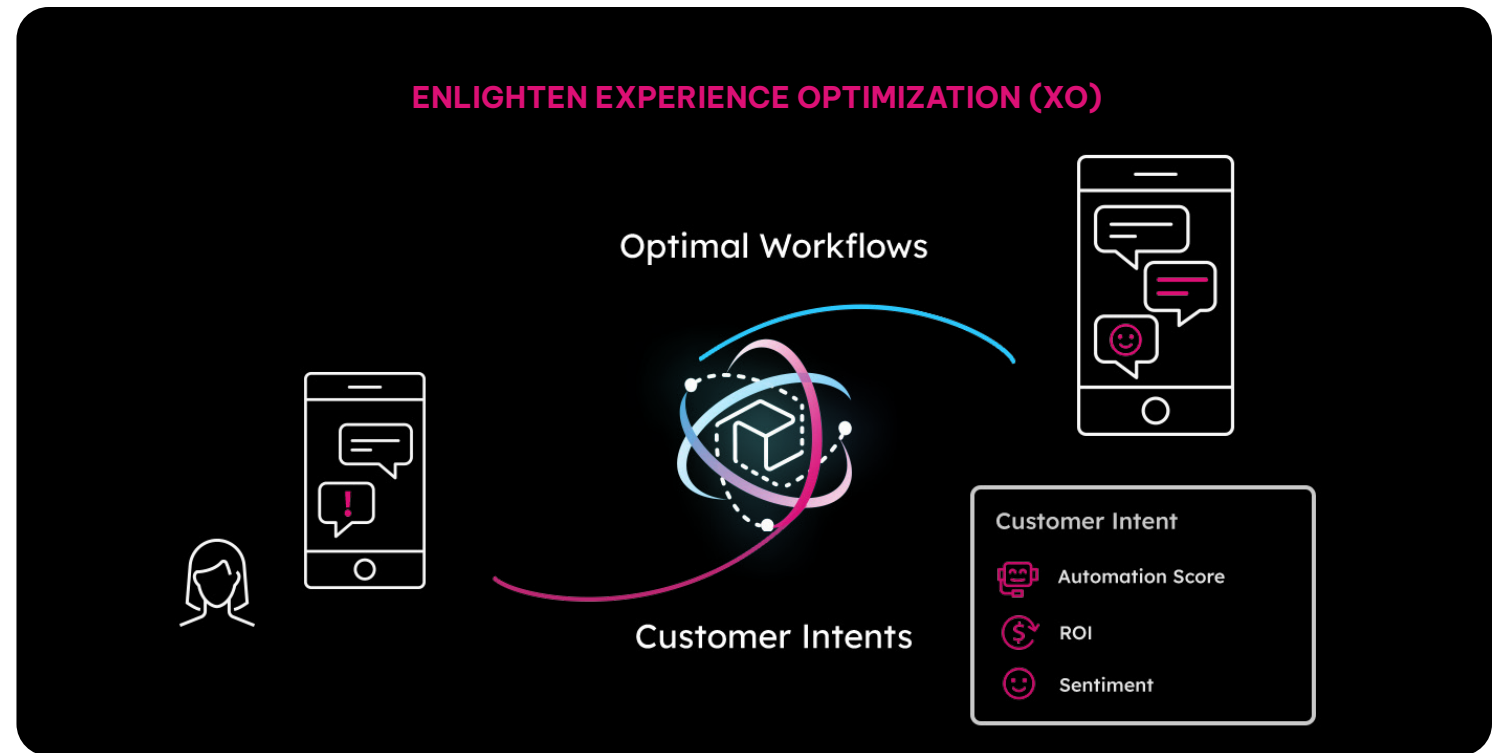
Enlighten XO transforms digital CX by building and training self-service to mirror the best performing agents. From historical conversational data, purpose-built AI in Enlighten XO integrates with AutoFlow to seamlessly optimize customer interactions – without code – in SmartAssist, NICE's intelligent virtual assistant (IVA) for the ultimate, smart, fast, and easy self-service experience.

BENEFITS:

- **Increase** digital resolutions by solving more complex intents
- **Decrease** cost to serve with fewer calls to human agents
- **Build** self-service in hours vs months

Only 9% of customers report resolving their issues completely via self-service

– GARTNER »



“Simply put, our self-service needed to get better, and Enlighten XO got us on the path to success.”

– SENIOR DIRECTOR OF DIGITAL EXPERIENCE

LEARN MORE:

- Watch how to solve complex customer problems with Enlighten XO »
- Watch a demo webinar »



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Personalize Every Connection

CHALLENGE:

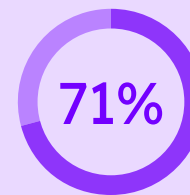
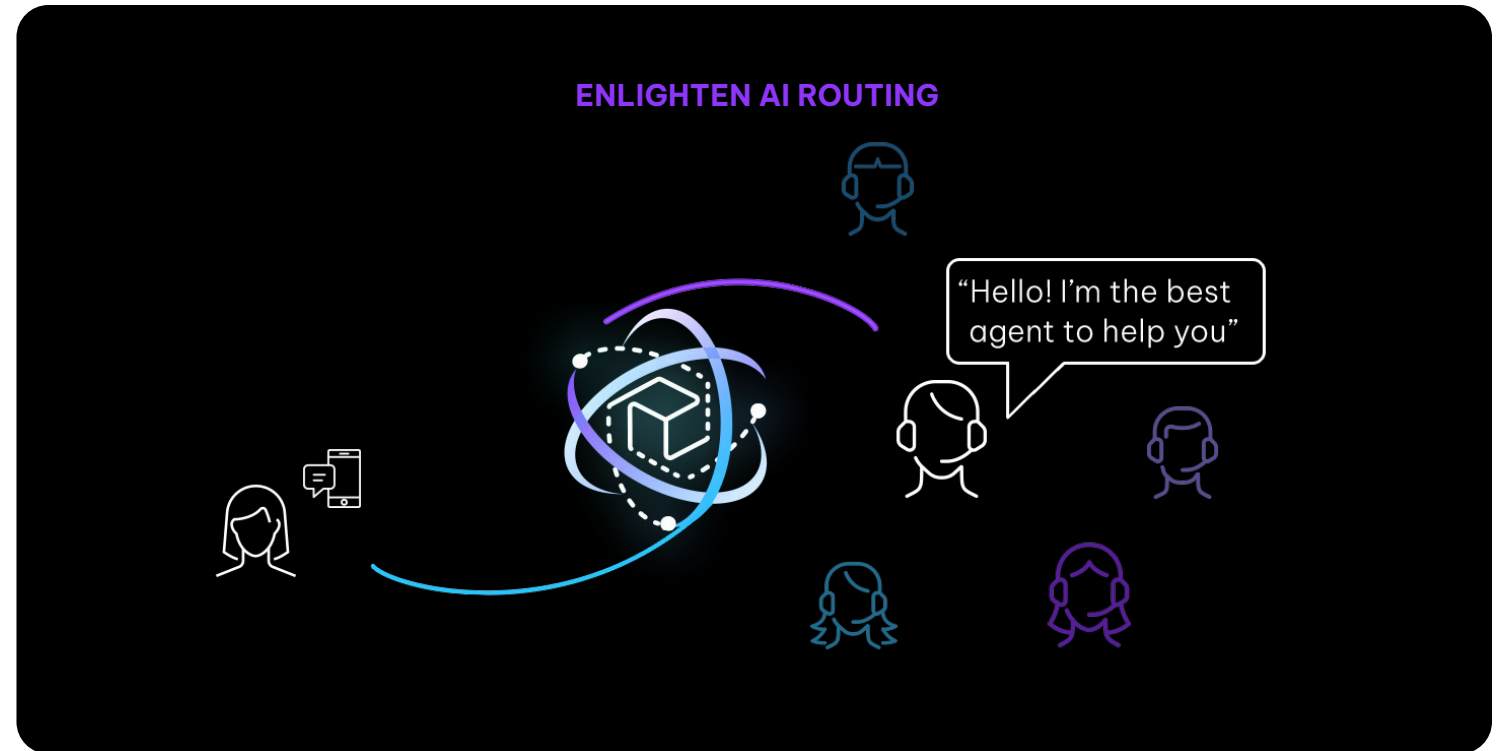
Today's leading businesses are using data to improve just about every aspect of their business – except how they route calls. The universal methodology of skills-based routing lacks data to inform routing decisions and is unable to connect customers with a specific agent, which limits business metric improvement.

SOLUTION:

Enlighten AI Routing revolutionizes call routing using all available data to maximize personalization on every connection. Using the largest set of CX data, Enlighten AI Routing automatically connects customers with the best available agent for their needs while optimizing KPIs to deliver top CX and decrease costs.

BENEFITS:

- **Immediate decrease** in AHT without agent coaching
- **Personalize** experiences to increase CSAT
- **Operationalize** data to improve CX



“71% of consumers expect personalization from the brands and business they choose.”

– MCKINSEY AND COMPANY »

LEARN MORE:

- [Watch how to improve call efficiency »](#)
- [Watch why you should evolve to AI Routing »](#)



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Customer Satisfaction

Improve Agent Behaviors and CSAT

CHALLENGE:

Manual analysis of interactions can lead to inconsistencies, especially when agents' soft-skill behaviors are being assessed. Both the subjectivity of the evaluation and the very small percentage of an agent's interactions used for assessments can cause agents to be disengaged with the program and lack true insight into improving CSAT.

SOLUTION:

Enlighten AI for Customer Satisfaction automatically analyzes agent soft-skill behaviors that drive customer sentiment on every interaction—objectively and consistently—eliminating the need for manual interpretation. Supervisor dashboards provide clear visibility into their team and individual agent performance, as well as guidance on delivering personalized coaching. Agents have real-time access to their performance, providing them with the opportunity to positively impact their customer satisfaction outcome.

BENEFITS:

- **Improve** quality program consistency, accuracy, and efficiency
- **Increase** coaching effectiveness and performance
- **Improve** NPS and CSAT

ENLIGHTEN AI FOR CUSTOMER SATISFACTION

Sentiment 93

"I will make sure this doesn't happen again"

Demonstrate Ownership 52

Agent Soft Skills

94% "94% of executives recognize the importance of soft skills for CSAT, yet 59% of companies fail to measure them."

— GLOBAL SURVEYZ RESEARCH »

LEARN MORE:

- Read the Fifth Third Bank case study »
- Watch Solera's testimonial »



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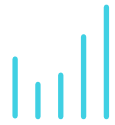
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Sales Effectiveness

Drive Sales Skills in Real Time

CHALLENGE:

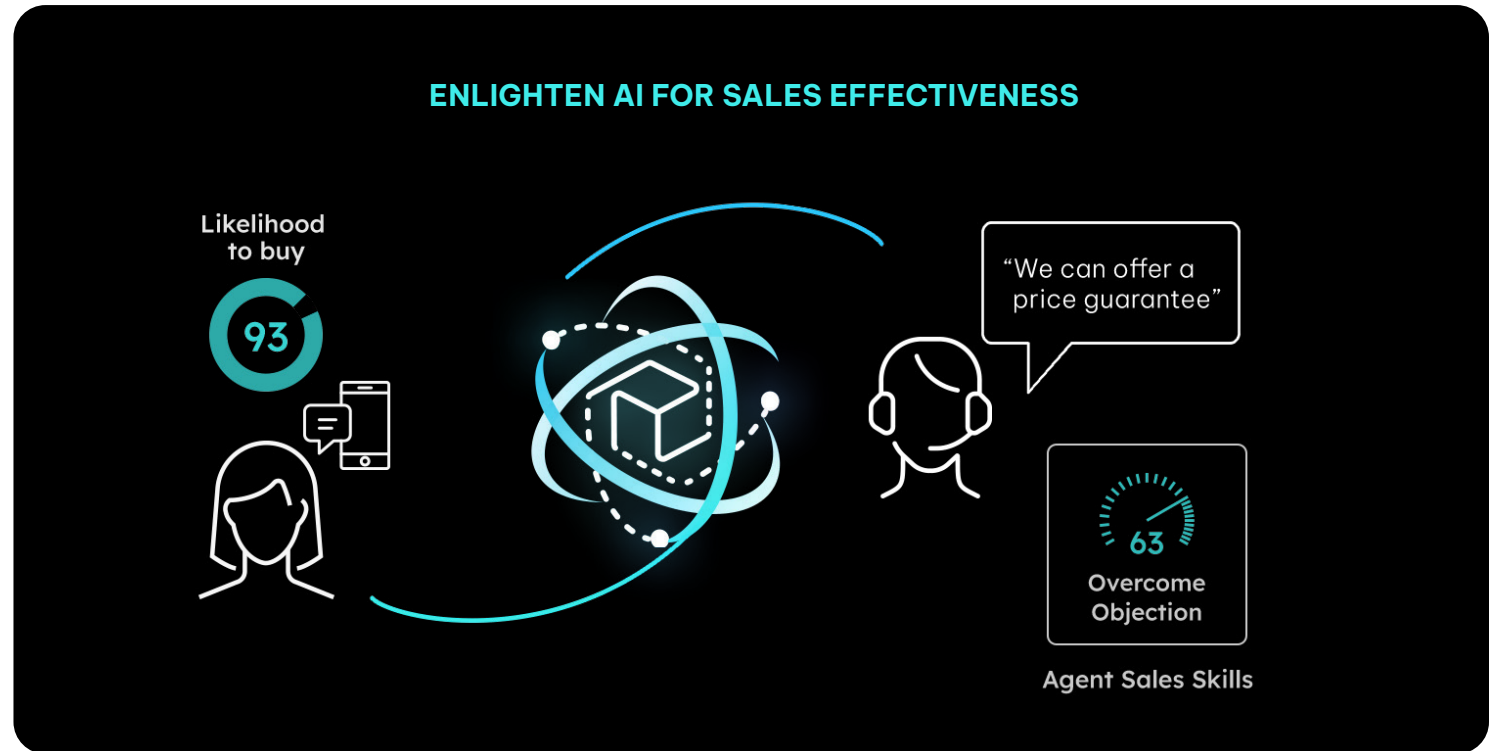
The sales gap between top and low performers can substantially impact revenue. Yet assessing the skills agents need to drive more sales on a small sample of interactions is subjective, and then ensuring they are applied consistently is time consuming.

SOLUTION:

Enlighten AI for Sales Effectiveness closes the sale performance gap by analyzing every interaction and providing agents with real-time guidance on the behaviors and skills needed to meet their goals. Supervisors can effectively manage their teams from any location by identifying top performers and sharing best practices to drive success within the entire organization.

BENEFITS:

- **Grow** sales, close rates, and total order value
- **Onboard** new agents faster
- **Empower** sales agents to achieve targets



“AI capabilities allow firms to grow their annual revenue by 6.5% YoY whereas non-users observe a 2.9% reduction of revenue.”

– ABERDEEN

LEARN MORE:

- Watch how how Enlighten AI for Sales Effectiveness drives revenue »
- Read a datasheet »



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..... Complaint Management

Identify Root Causes of Complaints

CHALLENGE:

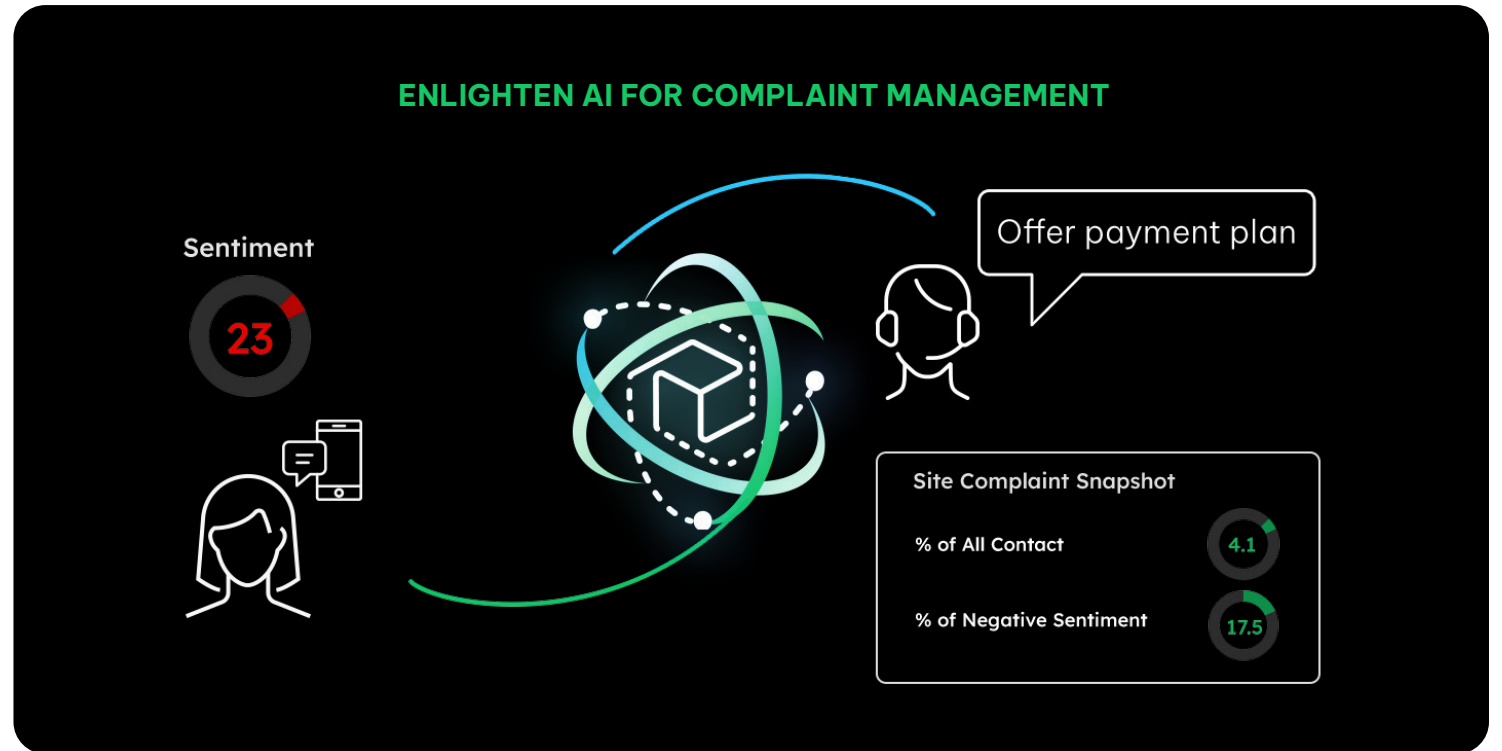
Consumer complaints have high stakes for companies, particularly those in regulated industries such as financial services where they can face substantial fines as well as reputational damage. Complaints negatively affect an entire organization, from risk and compliance to customer service, marketing, and more.

SOLUTION:

Enlighten AI for Complaint Management streamlines complaint management programs by identifying and classifying every interaction that contains a complaint and automating a closed-loop remediation and reporting process. Organizations can prevent future occurrences of complaints by uncovering products, processes, and skill-based issues that lead to dissatisfaction.

BENEFITS:

- **Comply** with regulatory requirements
- **Reduce** escalations and repeat contact
- **Improve** complaint program efficiency and effectiveness



“We’ve proven that the system is more accurate than what’s humanly possible.”

– DIRECTOR OF COMPLIANCE

LEARN MORE:

- [Watch a demo of Enlighten AI for Complaint Management »](#)
- [Read how to protect your organization from reputational, financial and compliance risk »](#)



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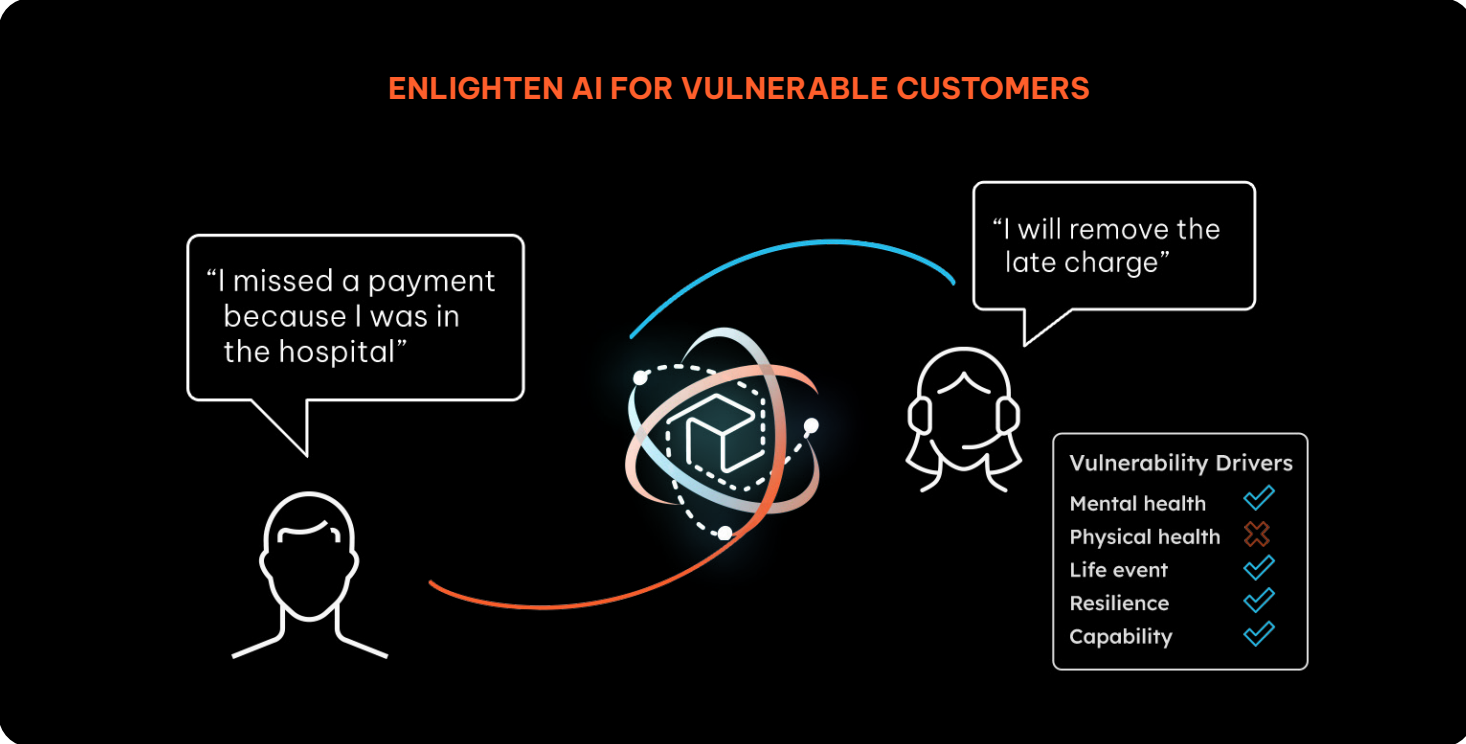
Vulnerable Customers

Comply with FCA Regulations

CHALLENGE: Organizations that provide financial services to consumers in the UK are required by law to have a special protocol for identifying and interacting with vulnerable customers; failure to do so will result in substantial penalties.

SOLUTION: Enlighten AI for Vulnerable Customers enables contact centers to embed the fair treatment of customers into their business processes, providing the front-line staff with the visibility and guidance they need to respond to a range of characteristics. Analyze and classify every interaction based on the Financial Conduct Authority (FCA) drivers of vulnerability, as well as complaints, and automate the remediation process.

- BENEFITS:**
- **Achieve** FCA Consumer Duty compliance
 - **Increase** compliance process efficiency
 - **Turn** customers into lifelong advocates



36% “Only 36% of consumers saw financial firms as honest and transparent in their dealings with them.”
 – FINANCIAL LIVES SURVEY »

LEARN MORE:

- Watch a demo »
- Read how to embed the fair treatment of customers into your business processes »



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Automate Agent Notetaking

CHALLENGE:

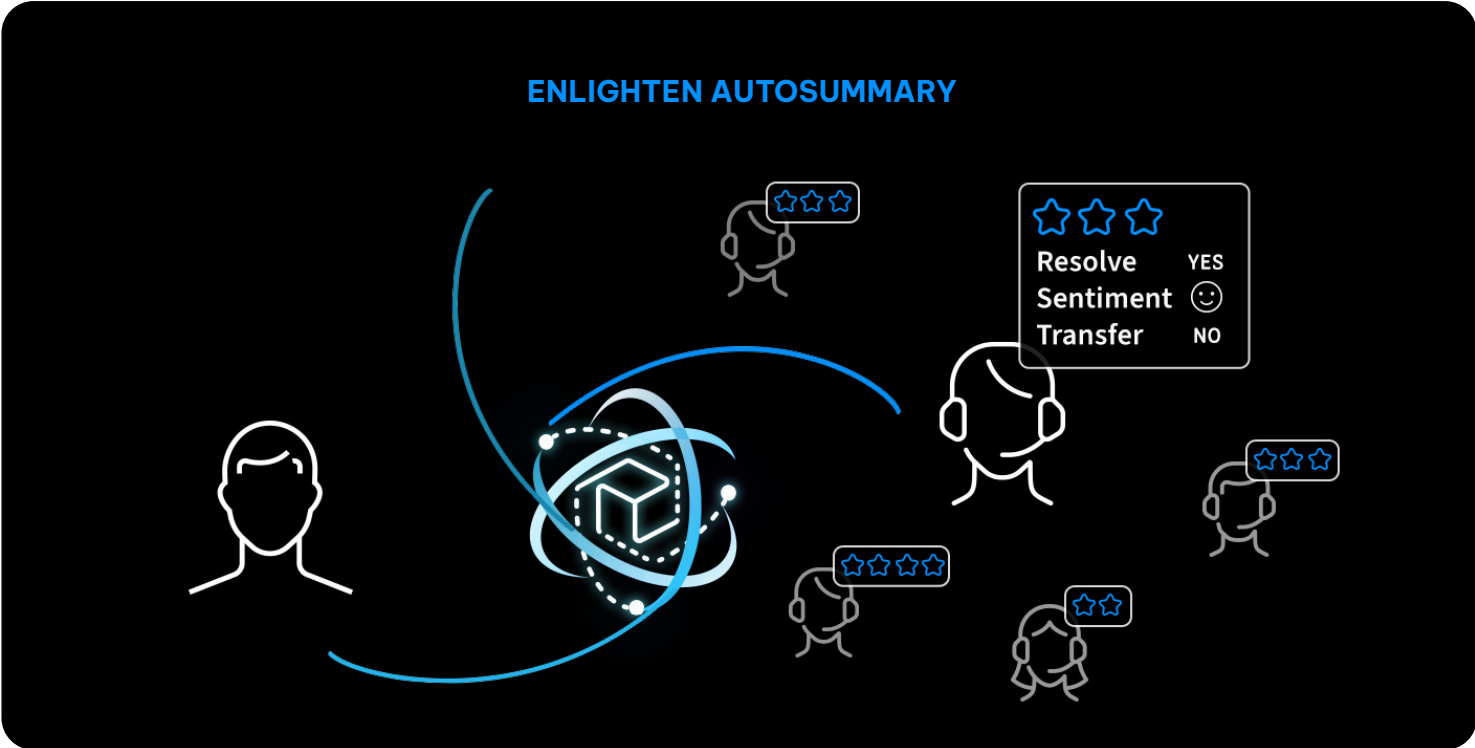
Manual agent summaries of each customer interaction are time-consuming and costly. Just one minute of time spent on a single summary for millions of interactions can cost millions. Manual summaries are often inaccurate, leaving the next agent without a clear idea of how to move forward.

SOLUTION:

Enlighten AutoSummary delivers fast and accurate agent notes on all interactions. Capture relevant customer contact reasons, key events, and outcomes on 100% of agent interactions to quickly create richer, more complete narratives. Provide contextual information to the next agent to ensure a seamless customer experience.

BENEFITS:

- **Improve** agent productivity
- **Decrease** the cost of ACW and AHT
- **Improve** CSAT by reducing customer effort



“We’ve saved over \$7 million this year by reducing 30 seconds of after call work with automated summaries for over 1,000 agents.”

– DIRECTOR OF OPERATIONS

LEARN MORE:

- [Watch a demo »](#)
- [Download an eBook »](#)



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The Force Multiplier: CXone and Enlighten AI

Enlighten AI and CXone are a powerful combination, redefining the landscape of CX innovation. This union goes beyond merely applying AI to CX—it represents the advent of a transformative era where customer experiences are seamlessly connected, intelligently catered, and holistically complete.

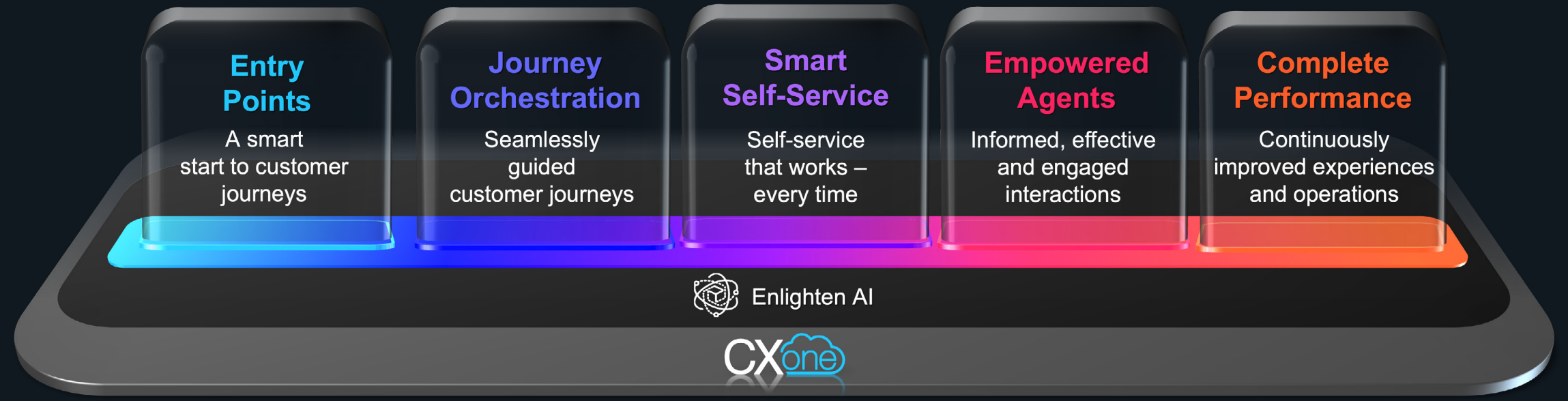
Enlighten AI, with 200+ pre-built models, is trained on the industry's largest labeled CX dataset and natively woven into the fabric of CXone. The result is a dynamic and powerful synergy—termed “Connected Intelligence”—that supercharges every application and process. This unity does more than augment capabilities; it redefines them, creating smarter, more efficient systems that enhance customer experiences while reducing operational costs.

This collaboration also paves the way for proactive, contextually aware digital experiences, allowing organizations to not just respond to customer needs but anticipate them. This groundbreaking shift from reactive to predictive customer journeys optimizes every interaction point, setting a new standard of service.

In conclusion, the fusion of Enlighten AI and CXone is not just a technological convergence; it heralds the emergence of “Connected Intelligence.” This powerful duo symbolizes the transformative power of AI, reshaping the customer experience landscape. More than a tool or engine, Enlighten AI within CXone is a genuine force multiplier, accelerating innovation and empowering businesses to deliver extraordinary customer experiences.

What does it take to master ALL Customer eXperience interactions? [Learn more »](#)

CONNECTED INTELLIGENCE DELIVERS ON CXi



Summary

Are you ready to differentiate your brand from the competition with best-in-class customer experience? With AI power informed by decades of customer interaction data, you'll be able to discover the valuable insights in every customer interaction.

Enlighten AI is a suite of artificial intelligence (AI) solutions that is purpose-built for CX and make every application and process smarter in real time. Developed from the industry's largest interaction dataset and based on over 20+ years of analytics innovation experience, Enlighten AI is delivered out-of-the-box for many use cases. Enlighten AI makes it easy to uncover insights, accelerate actions, and turn customer service into a real competitive differentiator.

Read more at www.nice.com/websites/enlighten-ai/ >

About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud-native customer experience platform, CXone, NICE is a worldwide leader in AI-powered contact center software. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform – and elevate – every customer interaction.

www.nice.com



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