



CONTACT CENTRE TRANSFORMATION IDEAS

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Portfolio Marketing

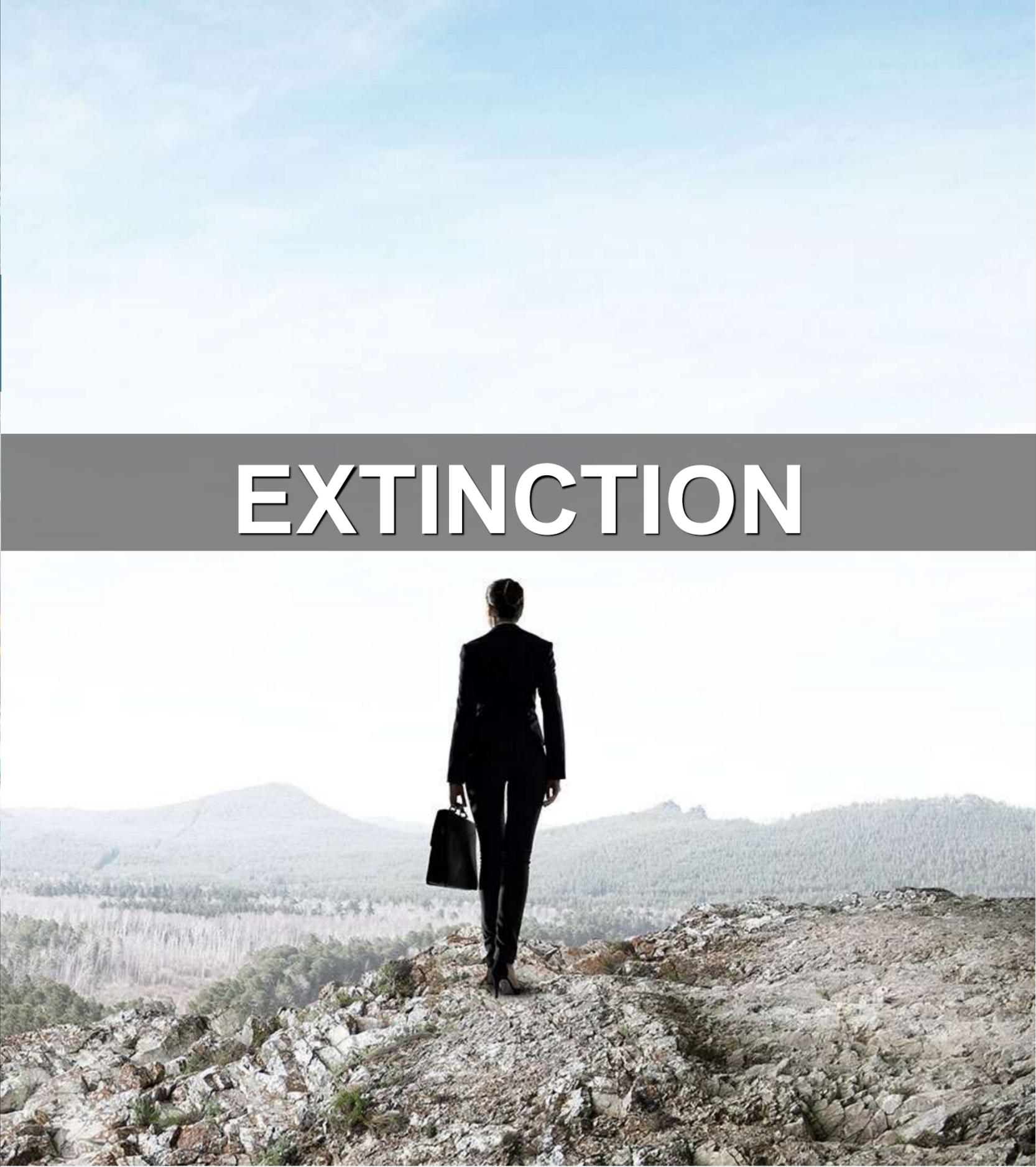


**“To Improve is to Change;
to be Perfect is to Change Often”**

Winston Churchill



TRANSFORMATION



EXTINCTION

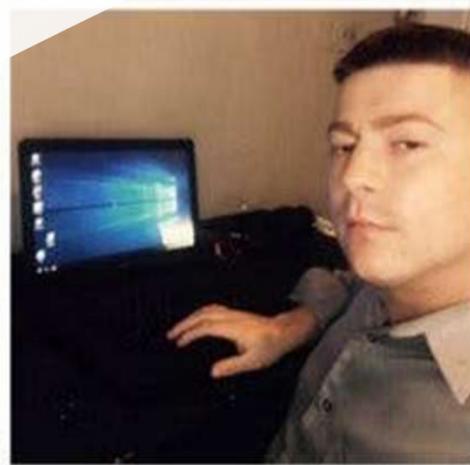
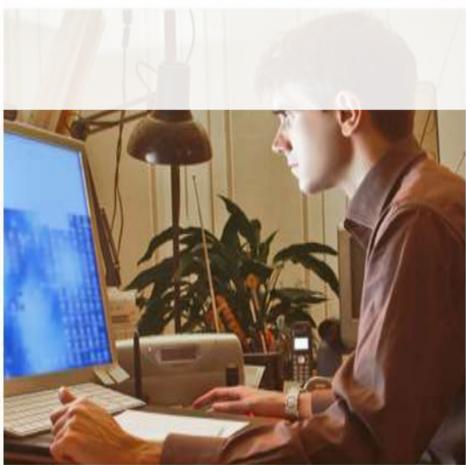
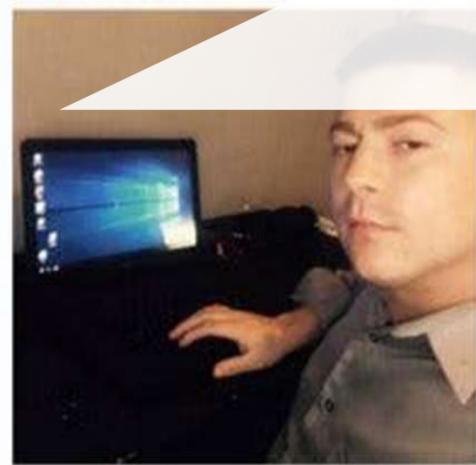
Contact Center – The Way It Used To Be...





The Contact Center – Today's Reality...

The future?



Customer Service The New Realities



Increase in Interaction Volume



Longer Handle Time



Demanding Customer Needs



Manage Work-From-Home Workforce

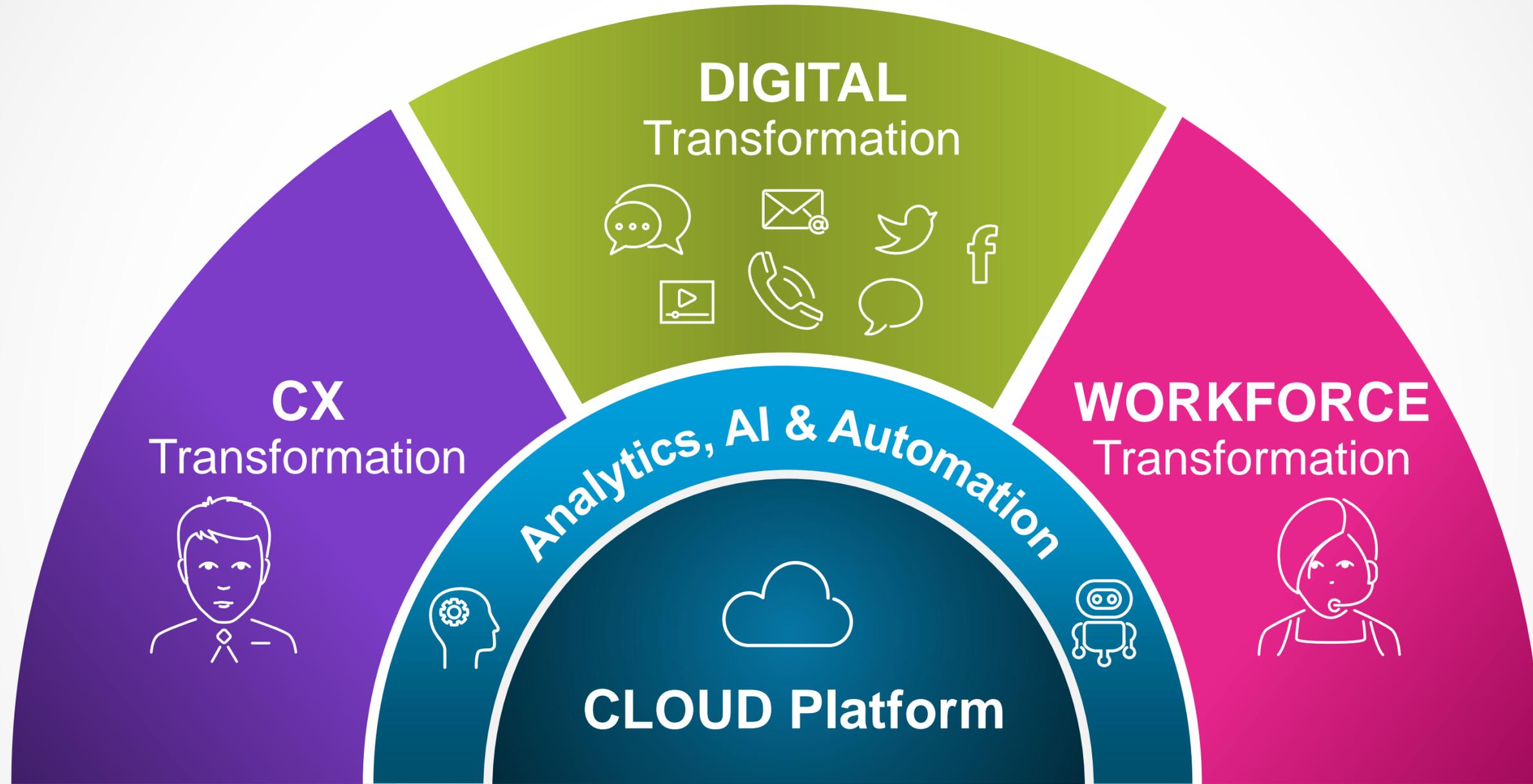


Maintain Work-From-Home
Technology & Security

Of the choices below, what is the top challenge your Contact Center is currently facing?

- **Increased Interaction Volumes**
- **Longer Handle Times**
- **Demanding Customer Needs**
- **Managing Work-From-Home Workforce**
- **Maintaining Work-From-Home Technology & Security**

Experience Transformation Framework





1 Deliver Service on Multiple Channels

2 Create an Effortless Experience

3 Manage an Omnichannel World

Digital-First Omnichannel Customer Service

- Complete **Digital Messaging**
- Ease of adding **new channels**



- **Unified voice and digital channels**
- Seamless **Omnichannel Routing**



- **Omnichannel Recording, WFO & Analytics**
- **Compliance & Authentication** across channels



Omnichannel Recording



Compliance Adherence



Omnichannel Analytics



Omnichannel WFO



Voice-Biometrics Authentication



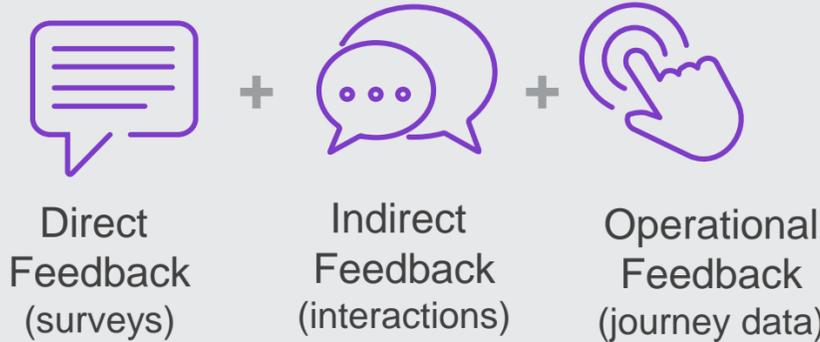
1 Understand the Customer

2 Adapt the Experience

3 Drive a Proactive Approach

Customer Experience Management

- Comprehensive Customer Insights



- Hyper-Personalized Experiences
- **Connections Based on Personality Type**



- Identify **Intent** and Predict **Next Action**





1 Adapt to Employee Expectations

2 Engage and Motivate

3 Manage a Complex Workforce

Adaptive Workforce Engagement

- **SMART** Persona-based WFO
- Flexible **Mobile** Enablement



- **Personalized** Goals and Gamification



- **AI-Enabled** Forecasting
- **Auto-Scored** QM Evaluations





1 Offer AI-driven Self-Help Channels

2 Create Smarter Internal Processes

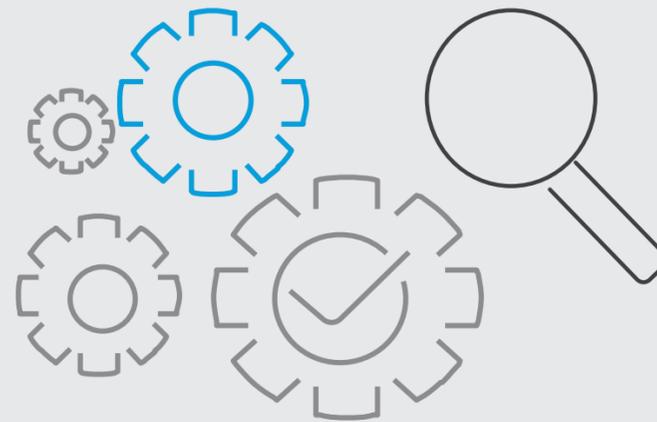
3 Balance Employees and Robots

AI-Driven Smarter Processes

- **Smart self-help chatbots**



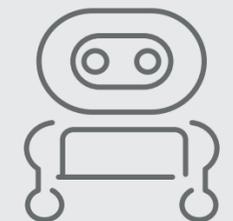
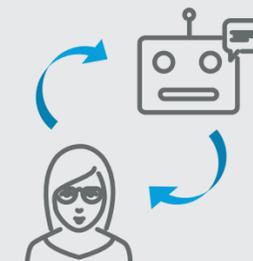
- **AI-enabled Routing & WFO**
- **Predictive analytics** to better understand what customers are saying



- **Attended & Unattended Automation Platform**



NEVA
NICE Employee
Virtual Attendant



Robotic
Automation



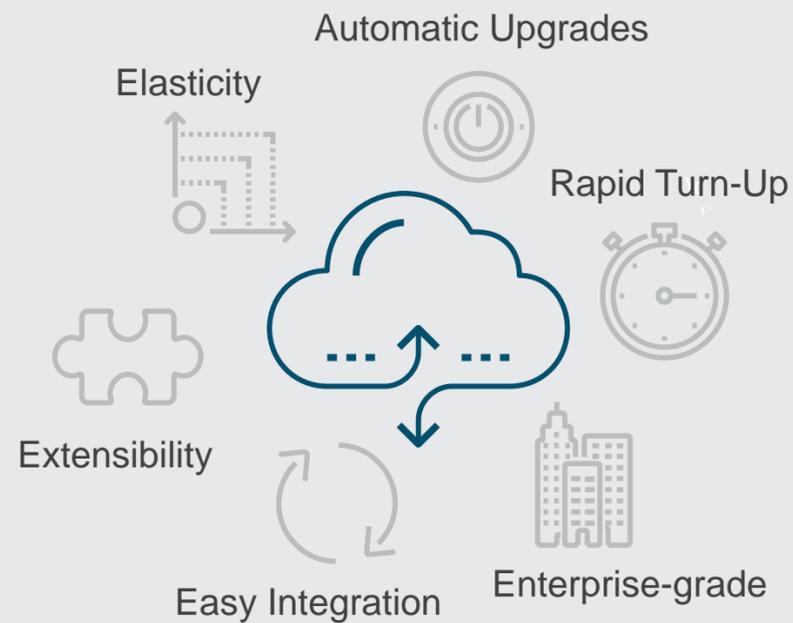
1 Overcome Expensive/ Lengthy Cycles

2 Eliminate Painful Integrations

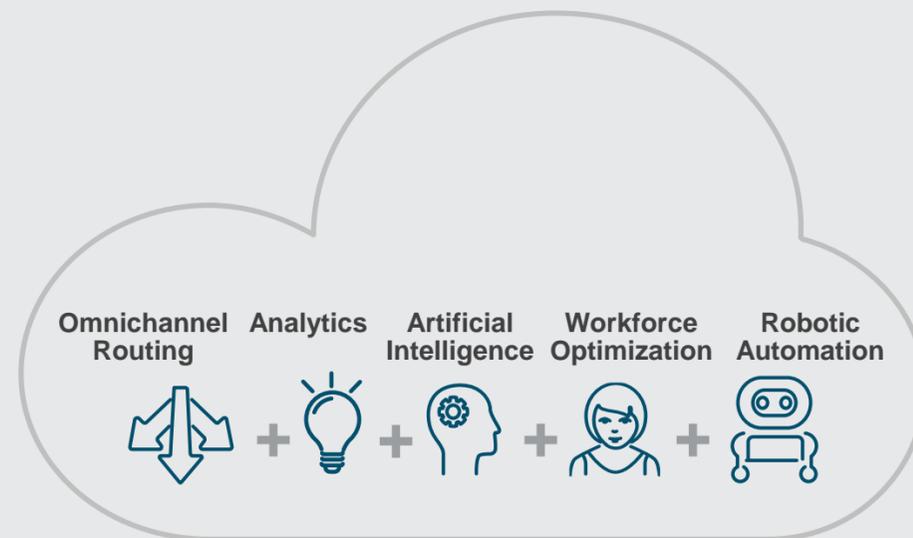
3 Migrate to New Cloud Environment

NICE Cloud-Native Open Platform

- A true **cloud-native** solution



- A **unified complete** set of cloud CX applications



- Flexible migration paths



The Transformed Experience

EFFORTLESS

Seamless self-help
and **digital-first**
omnichannel experience

HYPER-PERSONAL

Tailored experience
based on **journey &**
personality-type

ADAPTIVE

Employee-centric
environment for **smart**
planning and **engagement**

Experience Transformation



INNOVATIVE

Rapidly changing
easy to implement
experience **innovations**

PREDICTIVE

Proactive approach that
predicts intent and **resolves**
issues before they happen

Which of the five actions below would you rate as your highest priority in the next 12 months?

- Expand the number of channels
- Connect customers/agents based on personality
- A more robust scheduling solution
- Predictive Analytics to better understand what customers are saying
- Migrate my on-premise solutions to the cloud

Thank You

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