

NICE inContact

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CX  TM

The World's #ONE
Cloud Customer
Experience Platform

About NICE

NICE (Nasdaq:NICE) is the worldwide leading provider of both cloud and on-premises enterprise software solutions that empower organizations to make smarter decisions based on advanced analytics of structured and unstructured data. NICE helps organizations of all sizes deliver better customer service, ensure compliance, combat fraud and safeguard citizens. Over 22,000 organizations in more than 150 countries, including over 80 of the Fortune 100 companies, are using NICE solutions.

www.nice.com

Organizations operate in an Experience Economy:

Where the ability to **meet and exceed** employee and customer expectations is the single most critical factor for success.



So what does it take to be **FIRST**, in our world of having to constantly adapt to ever-changing customer and employee experience expectations?

NICE believes that in order to be FIRST, organizations need to be able to:

ACT SMARTER



RESPOND FASTER



Acting smarter is all about

- Knowing your customer journey, uncovering their intent and predicting their next action
- Serving with personalization and consistency, across all channels and touch points
- Figuring out what it takes to win every interaction and earn lifelong customers



Responding faster is all about

- Arming your teams with the tools and insights to act quickly
- Spending time on innovation, not integration
- Scaling and adapting instantaneously to any change

NICE inContact presents



the world's **#ONE** Cloud Customer Experience Platform

A platform designed to empower your organizations to be **FIRST** and remain **FIRST**, acting smarter and responding faster



ONE Experience
A single unified solution for employees and customers



ONE Cloud
a single cloud offering based on AWS public cloud technology



ONE Path
for migration to the CXone platform



ONE leader
from ONE company, the ONE true recognized leader in this space

CXone™ is YOUR platform for empowering your organization to be **FIRST**, by acting smarter and responding faster to your employee and customer experience needs.

Digital Direction

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