



NICE

ENLIGHTEN AI FOR CUSTOMER SATISFACTION

Make experiences *flow*

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 self-service and agent-assisted CX software for the contact center—and beyond. 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.

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TAP INTO A NEW DIMENSION OF UNDERSTANDING THE CUSTOMER EXPERIENCE

Make every customer interaction with your contact center extraordinary with Enlighten AI for Customer Satisfaction. The first Artificial Intelligence (AI) framework for customer engagement, Enlighten AI is a complete out-of-the-box solution that scores agents' soft-skills on every interaction—objectively and consistently—eliminating the need for manual interpretation.

It provides agents with the opportunity to positively impact their customer satisfaction outcome, highlighting the behaviors needed for achieving their goals. The pre-built customer satisfaction behavioral models are derived from 20+ years of industry experience, using the most comprehensive and expansive interaction database in the world.

Key Benefits

- ✓ Improve customer satisfaction
- ✓ Increase employee engagement
- ✓ Reduce costs for manual listening and surveys
- ✓ Eliminate agent quality score disputes
- ✓ Improve coaching effectiveness and performance

Realize Immediate Value

Agents are often evaluated based on a small, random sample of interactions. This practice leads to job dissatisfaction, a high number of quality score disputes, and insufficient insight into customer satisfaction trends. Surveys have low response rates and do not represent all customers, making it difficult to use these scores.

Make data-driven decisions to improve customer experience with Enlighten AI for Customer Satisfaction. The out-of-the-box solution includes analytics and AI-driven quality management to deliver immediate insights. It automates the objective scoring of sentiment and behaviors that impact customer satisfaction metrics across 100% of interactions.



Enlighten AI Pre-Built Behavior Models

Focus your supervisors and agents on the behaviors that matter most to your organization with Enlighten AI's behavior models:



Empower Employees with Data They Can Trust

Enlighten AI enables everyone in the organization to focus on the same customer satisfaction initiatives with unique insight into how to leverage the data for a competitive advantage:

- **Agents** are scored on all of their work and feel they are being judged fairly. They also can self-correct with immediate and accurate feedback on the behaviors that directly impact their customer satisfaction performance.
- **Supervisors** spend less time hunting for information and more time leveraging the data insights to deliver personalized coaching to agents, reducing both effort and cost.
- **Managers** immediately identify trends in customer satisfaction and agent behaviors before they negatively impact customers – or the bottom line.
- **Quality Teams** deliver more consistent and timely evaluations and performance metrics with no more disputes over quality scores.



BEHAVIOR SCORE			INTERACTIONS				SENTIMENT			HANDLE TIME		
57%			49,522				2.77			659		
GREAT EXAMPLES												
Agent Name	Call Count	AHT	Behavioral Score	Be Empathetic	Effective Questioning	Active Listening	Build Rapport	Demonstrate Ownership	Inappropriate Action	Acknowledge Loyalty	Set Expectations	Promote Self-Service
Leon L	51	726	75%	8.24	7.53	6.39	9.22	6.2	4.08	2.43	3.69	2.94
Rob E	73	911	74%	5.62	8.49	7.07	3.86	6.85	4.55	6.27	7.37	5.73
Asid L	60	658	73%	6.77	8.63	6.97	7.87	6.97	4.8	2.6	4.07	3.03
Liz C	204	994	72%	4.87	7.36	5.03	7.01	6.78	4.87	5.93	6.31	4.87
Allison S	118	750	71%	6.95	6.61	6.66	5.47	6.83	3.66	6.07	4.98	4.42
Ryan O	97	362	71%	6.12	7.84	6.37	7.51	6.49	5.28	3.26	2.93	3.44
COACHING OPPORTUNITIES												
John A	477	422	47%	2.95	3.23	3.19	3.56	2.69	2.88	2.84	4.34	3.57
Tim H	230	486	48%	3.3	4.14	3.64	3.06	3.23	2.21	3.08	3.57	3.12
Michele C	529	498	48%	3.07	3.98	3.89	2.98	3.27	2.23	4.22	3.78	2.56
Eliza W	272	570	48%	3.73	3.91	4.38	3.15	3.41	3.46	3.1	3.81	2.63
Dale C	287	809	49%	4.5	3.88	3.09	3.94	4.03	2.36	2.75	3.95	4.07
Ravi J	452	674	49%	4.15	3.88	3.01	4	3.23	2.86	2.8	3.88	3.65
Ava M	438	554	49%	3.71	4.11	3.77	3.78	3.3	2.33	3.12	4.16	2.98

Enlighten AI for Customer Satisfaction Sample Supervisor Dashboard, sorted by top performers and bottom performers.

Enlighten AI for Customer Satisfaction is a complete out-of-the-box solution which allows you to quickly operationalize your results with pre-built dashboards, workflows and reports from a single user interface. Included with the Enlighten AI agent behavior models are Interaction Analytics and Quality Management, which provide:

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 Access to full-spectrum omnichannel interaction contact center analytics and next generation quality management with heat maps of sentiment and agents' behavioral scores by site, location and supervisor or agent.
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 Pre-built supervisor and agent scorecards that aggregate KPIs, identify coaching opportunities and link to evaluation and feedback workflows.

Take your customer engagement program to the next level with these added options:

- Real-Time Interaction Guidance**

Real-time prompts empower agents to understand how to alter their behavior to improve the customer satisfaction outcome during an interaction and reinforce the skills they have learned in a coaching session.
- AI Routing**

Optimize call routing to immediately improve customer satisfaction metrics using Enlighten AI to identify the best attributes to match customers with agents.
- Performance Management**

Boost agent performance using Enlighten AI behavioral models to drive gamification and coaching opportunities.