



CXone Guide

Removes friction along the digital customer journey

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- [> Talk to a specialist
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CXone Guide removes friction along the digital customer journey providing in the moment resolution by proactively delivering the right guidance at the right time—eliminating unnecessary calls to the contact center. Lead website visitors through their digital journey with the most relevant and appropriate offer of assistance on their channel of choice.

Complete the picture with the complete CXone platform or services such as knowledge management and digital channels or implement your existing ecosystem to expand and enhance your digital CX. The no code solution allows business users to easily implement Guide without the need for IT or website changes.

OFFER CUSTOMERS A HELPING HAND

Right there on your website

- Eliminate friction from the digital journey by engaging customers on your website
- Anticipate and resolve issues before they arise by delivering the right answer at the right time
- Increase self-service success up to 89% by proactively delivering contextually relevant content

ELEVATE ENGAGEMENT

To ensure customer success

- Increase conversion rates and transaction value: Help customers get what they need, like assistance with website check-out or filling in a form
- Engage customers with contextually relevant assistance, such as knowledge content from CXone Expert or an invitation to chat with an agent
- Convert anonymous website visitors into customers: Pop-up sales and promotion offers that let customers choose their preferred digital messaging channel (such as Messenger, WhatsApp, iMessage, etc.)

SELF-SERVICE SUCCESS

Gives your business a win

- Serve more for less cost by helping customers be successful on web and mobile journeys
- Reduce contact volume by 30% by proactively delivering answers to customers before they need to call or chat with customer service
- Promote content at the point of need with zero customer effort

MAKE WEB CHANGES ON THE FLY

Using low code tools for business users

- Provide intelligent responses and assistance when customers need guidance based on rules and triggers that you set up yourself
- Offer the same guidance and engagement offers whether it's on desktop, mobile web, or mobile app
- Save effort and money with low-code tools and faster time to deploy

KEY FEATURES

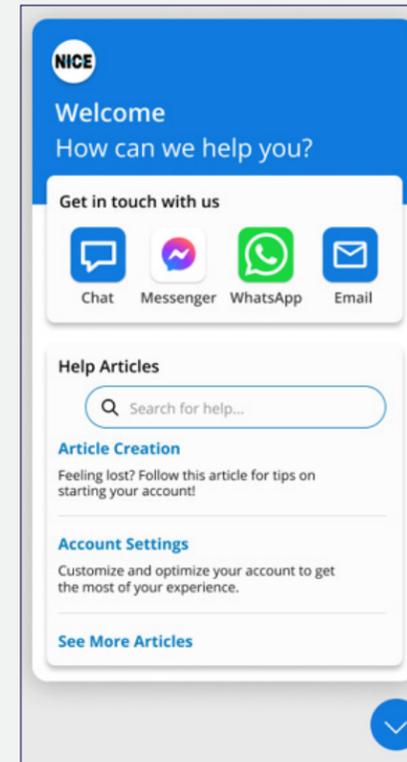
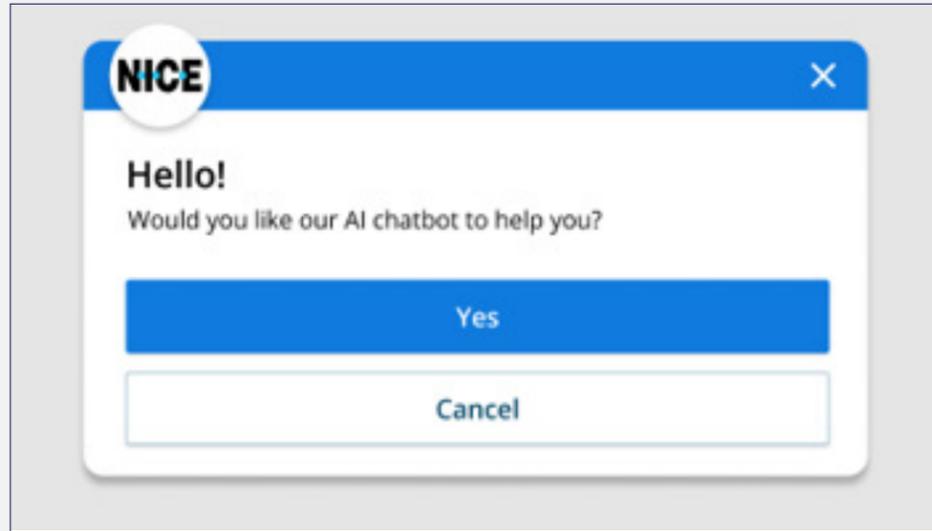
- Nudge customers along with relevant content and guided assistance
- Display proactive, contextual, personalized self-service on your website
- Continuously monitor struggle points to proactively address in the online journey
- Serve up contextually relevant knowledge with CXone Expert
- Connect customers for webchat with an agent (live or virtual)
- Offer live chat assistance or a personalized bot experience based on customer details
- No code solution for business users. No IT or website changes.

BENEFITS

- Help customers successfully self-serve on your website
- Reduce abandonment rates with proactive assistance
- Drive customer engagement for sales and service
- Free up agents to focus on high value tasks
- Rapid time to value, results in minutes

Web & Mobile

Guide Customers
Provide digital and CXone
Expert entry points or proactive
offers to your customers



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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Engagement Mapper

Setup rules and triggers yourself

Street Address:

City:

State:

Postal Code:

Telephone:

Email:

I have a different Mailing Address

Cont

Engagement Mapper

Click on an element to assign or edit its name and save it. Once saved, elements can be associated with visitor interactions when creating or editing a rule.

Mapped Page Elements

banking_state

NICE
Make experiences flow

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