

WHO ARE GENERATION Z?

GEN Z
Ages 6-23

1995-2012



MILLENNIALS
Ages 24-32

1986-1994



GENERATION X
Ages 33-53

1965-1985



BABY BOOMERS
Ages 54-72

1946-1964



THE SILENT GENERATION
Ages 73-93

1925-1945



WHY YOU

SHOULD CARE ABOUT GEN Z?

Gen Z makes up **27%** of the U.S. population, making them a larger cohort than the Baby Boomers or Millennial



The group born between 1995 and 2012 is already on track to become

the LARGEST generation

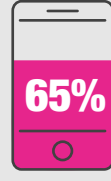
of consumers by the year 2020.

It is estimated they account for **\$29-\$143 BILLION** in direct spending.

THE SEVEN KEY GEN Z TRAITS

1. PHIGITAL

Gen Z is the first generation born into a world where every physical aspect (people and places) has a digital equivalent. For Gen Z, the real world and the virtual world naturally overlap.



of Gen Z reports sleeping with their smartphones on or near their bed



CXONE Omni Channel Routing

Seamlessly connect customers and employees across all voice and digital channels and maintain consistent routing strategies across all supported channels.

2. HYPER-CUSTOM

Their ability to customize everything has created an expectation that there is an intimate understanding of their behaviors and desires.



From job titles to career paths, the pressure to customize has been turned up



Nexidia Analytics

Analyze every interaction to generate insight about customer behaviors and desires.



NICE Adaptive Workforce Optimization

Customize all processes around the employee, adapt them to their persona, and create better employee engagement.

3. FOMO

Gen Z suffers from an intense fear of missing out on anything.

NICE Customer Journey Optimization (CJO)

Analyzing specific business scenarios to uncover customer behavior patterns across all touchpoints.



NICE Adaptive Workforce Optimization

Analyze specific journey scenarios to uncover and predict customer behavior patterns across all touchpoints.

4. REALISTIC

A very pragmatic mindset when it comes to planning and preparing for the future...



NICE Work Force Management (WFM)

Includes 46 algorithms for maximum forecast accuracy, with simulation of exact multi-skill routing rules for efficient schedules.

NICE Robotic Automation (RA)

Automate repetitive, mundane processes, which frees employees to focus on more productive and engaging activities.

5. WECONOMISTS

From Uber to Airbnb, Gen Z has only known a world with a shared economy.



NICE Quality Central (QC)

A central hub for all employee evaluation, coaching and performance management, including sharing of employee best practices.



of Gen Z says that a company's impact on society affects their decision to work there

NICE Engage & AIR

A comprehensive omnichannel interaction recording to help organizations comply with regulations and gain business insight.

6. DIY

Gen Z is the do-it-yourself generation.



of Gen Z said they believe the phrase "if you want it done right, then do it yourself!"



NICE IVR Optimization (IVRO)

Improve customer IVR journeys and increase containment.



NICE Employee Engagement Manager (EEM)

Empowers contact center employees to self-manage their work schedules.

NICE Real-Time Authentication (RTA)

Uses a single voiceprint to streamline contact center authentication across multiple channels.

NICE Employee Virtual Attendant (NEVA)

NEVA enables a better customer experience by automating mundane tasks and guiding your employees to enhance their performance.

7. DRIVEN

Gen Z is ready and hungry to roll up their sleeves.



NICE Performance Management (NPM)

Drive operational excellence across all employees with personalized, proactive insights for employee accountability, consistency and engagement.

