



NICE SmartCenter

Optimize Your Customer Dynamics to Drive Maximum Business Value

NICE SmartCenter maximizes the value businesses generate from their Customer Dynamics—the complex maze of interactions and transactions occurring between customers and organizations across all communication channels. NICE SmartCenter drives top- and bottom-line improvements across the enterprise by ensuring compliance and mitigating risks, optimizing operations, differentiating the customer experience and driving revenue growth.

NICE SmartCenter— From Intent to Impact

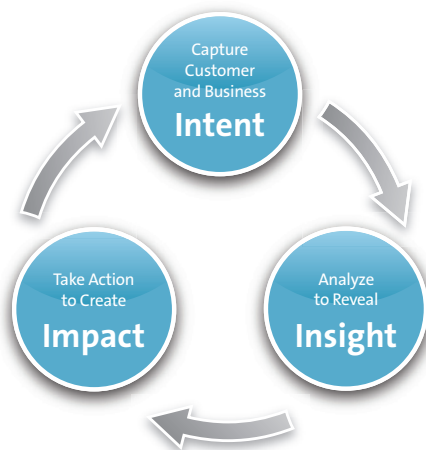
An integrated suite of targeted business solutions and best-in-class capabilities, NICE SmartCenter enables contact center, sales and marketing organizations to take charge of their Customer Dynamics. It does this by capturing customer and business **intent**, analyzing this intent to reveal **insights** and applying these insights in real time to deliver business **impact**.

Intent is the driving force of Customer Dynamics. Both customers and businesses bring intent into every interaction. The customer's intent is to accomplish something: fix a problem, buy a product, use a service. The organization's intent is to serve the customer with quality at the lowest cost and highest margin.

In order to accurately gauge customer intent, NICE SmartCenter captures interactions across all contact channels. It also establishes and monitors key performance indicators, enabling organizations to align their intent with the intent of their customers.

NICE SmartCenter cross-channel analytics reveals insights that are not readily apparent when looking at individual interactions or contact channels. For instance, what appears to be a successful outcome—a customer getting the right answer to a question—may have been preceded by previous failures to get that information in other ways or that outcome may have addressed the surface need, but missed additional opportunities.

NICE SmartCenter provides detailed insights on how to optimize individual customer relationships as well as overall business performance. It then helps convert these insights into impact with powerful real-time and offline tools for delivering information, allocating resources effectively, managing quality and performance, impacting interactions as they occur and monitoring results.



Customer Dynamics Optimization

NICE SmartCenter Business Solutions

NICE SmartCenter Business Solutions optimize Customer Dynamics to target key business issues. These solutions encapsulate industry best practices, pre-built content and closed-loop workflows to allow rapid implementation and deliver continuous business value in four business domains:

Compliance Solutions

Companies must comply with external regulations and internal policies. Not doing this risks damage to the business through non-compliant actions, fraudulent transactions or brand erosion. NICE SmartCenter provides businesses of all sizes reliable, scalable and secure multi-channel interaction capture capabilities with low ownership costs. Built-in query, storage and archival features allow seamless management of retention requirements and quick retrieval when needed.

- **Contact Center Compliance Recording**—consolidated, centralized, enterprise-wide interaction capture for all contact channels
- **Branch Office Compliance Recording**—full-featured capabilities tailored to meet the unique needs and budgets of branch offices
- **Process Enforcement**—agent adherence to call scripts and specific service processes by automating desktop applications processes and data entry, and providing real-time agent guidance

Operational Efficiency Solutions

Customers expect prompt and satisfactory service, yet businesses need to operate economically. NICE SmartCenter deciphers Customer Dynamics so organizations know how to achieve the proper balance. The end result—customers satisfied with the service they receive and businesses using resources to their best advantage.

- **Workforce Management** – forecast more accurately, schedule agents more efficiently, reduce shrinkage, minimize overtime, lower agent attrition and automate many time-consuming and labor-intensive processes
- **First Contact Resolution** – measure the rate at which customer issues are resolved across multiple channels, identify the drivers for repeat contacts and take real-time action to address customer requests in a single interaction
- **Handle Time Optimization** – understand what drives high average handle time and then take real-time action to mitigate it – all while preserving quality of service and customer satisfaction
- **Quality Optimization** – KPI-driven quality management, view and manage agent performance in light of overall business goals and achieve contact center and business strategy alignment

Customer Experience Solutions

Differentiation based on a compelling customer experience is difficult for competitors to counter. It lasts. To consistently exceed expectations and build loyalty, companies must understand their customers' needs and desires. NICE SmartCenter delivers this intimate level of understanding. What makes them think about leaving? What

services or products do customers want? What would they consider as remarkable service? With these crucial insights, businesses can create long-lasting customer relationships that withstand competitive threats.

- **Churn Reduction** – recognize potential customer churn by identifying signals of dissatisfaction and by integrating interaction- and transaction-based intelligence. Leverage these insights to tailor retention offers and proactively intervene before it's too late
- **Customer Satisfaction**— obtain a holistic view of the customer experience across multiple interactions and contact channels, identify root causes of customer dissatisfaction and take action in real time to consistently exceed expectations and build brand loyalty
- **Channel Optimization**— identify the best channel for each contact and increase self-service channel usage without sacrificing customer satisfaction

Revenue Growth Solutions

Optimizing Customer Dynamics enables a company to grow revenues and drive value throughout its operations. NICE SmartCenter uncovers insights into sales performance, collections and marketing effectiveness, and provides intelligent real-time guidance, decisioning and process automation tools to apply these insights and increase agents' effectiveness during interactions.

- **Sales Effectiveness**— measure sales conversion rates, uncover best practices, identify sales opportunities and assist agents in maximizing them through real-time best-offer selection and objection handling
- **Collections Effectiveness**— improve debt collection contact rate and promise-to-pay-rate, identify best-practices, enhance agents efficiency through real-time guidance and offline training, and ensure proper disclosure to comply with regulations
- **Marketing Effectiveness**— understand how campaigns and promotions perform to fine tune and improve results, and utilize insights on customer desires and competitive actions to create compelling future campaigns

“Initially, we saw NICE SmartCenter as nothing more than contact center software for handling contacts and providing quality feedback. We found it to be a robust, multifunctional tool with significant capability to capture those golden moments when we touch our customers and have the opportunity to deepen our relationship with them.”

Barbara Bleiler, Manager of Administrative Operations, Commercial Division, WPS

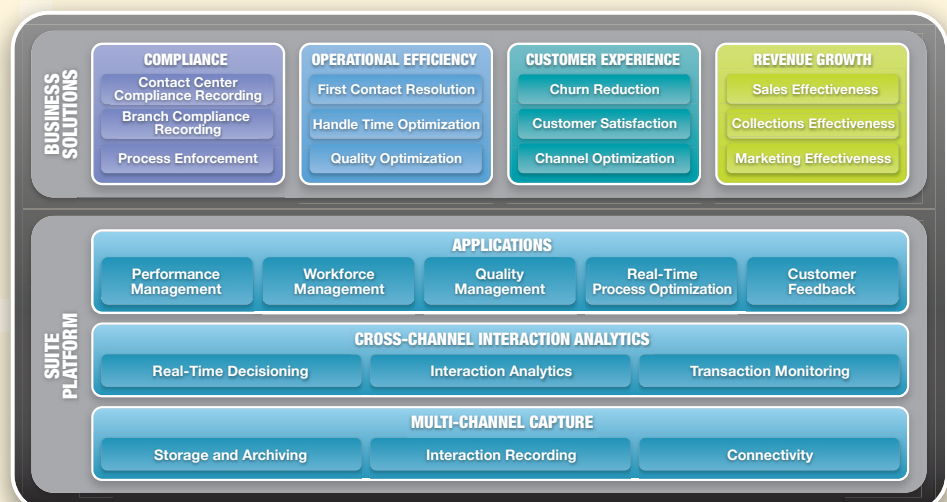
NICE SmartCenter Suite Platform

The NICE SmartCenter platform delivers best-in-class capabilities that address the full range of contact center performance and form the foundation of NICE SmartCenter Business Solutions.

The NICE SmartCenter Suite Platform includes:

- **Multi-channel Capture** – reliable, secure interaction recording with built-in query, storage and retention features
- **Cross-channel Analytics** – trend and content analysis of interactions across multiple contact channels using speech, email, chat, desktop and call flow analytics
- **Workforce Management** – comprehensive forecasting and scheduling capabilities with built-in multi-skill and multi-site capabilities
- **Quality Management** – performance monitoring and evaluation with end-to-end, KPI-based quality process management and integrated coaching
- **Real-time Process Optimization** – next-best-action recommendations to agents during phone or chat interactions, real-time decisioning and process automation
- **Performance Management** – performance dashboards and scorecards for individuals, teams and entire organizations
- **Customer Feedback** – post-call surveys tied to the specific interactions that influenced customer experiences

NICE
SmartCenter:
Business
Solutions and
Suite Platform



ABOUT NICE

NICE Systems (NASDAQ: NICE), is the worldwide leader of intent-based solutions that capture and analyze interactions and transactions, realize intent, and extract and leverage insights to deliver impact in real time.

Driven by cross-channel and multi-sensor analytics, NICE solutions enable organizations to improve business performance, increase operational efficiency, prevent financial crime, ensure compliance, and enhance safety and security.

NICE serves over 25,000 organizations in the enterprise and security sectors, representing a variety of sizes and industries in more than 150 countries, and including over 80 of the Fortune 100 companies. www.nice.com.

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