



Outstanding Customer Interactions in the Age of AI

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NICE





Research



Resolution



Purchase

Schedule



Order Status

A woman with her hair in a bun, wearing glasses and a shiny leather jacket, is talking on a mobile phone. She is in a dimly lit environment with vibrant blue and red neon lights. The background is dark and out of focus, showing some blurred lights and shapes.

once a
Month

Uses a chat bot
once a
Week



Calls a contact center
once a
Month

Messages
with business
for service
once a
Day



Uses a chat bot
once a
Week



Calls a contact center
once a
Month



Calls a contact center
once a

Month



Uses a chat bot
once a
Week

Messages
with business
for service
once a

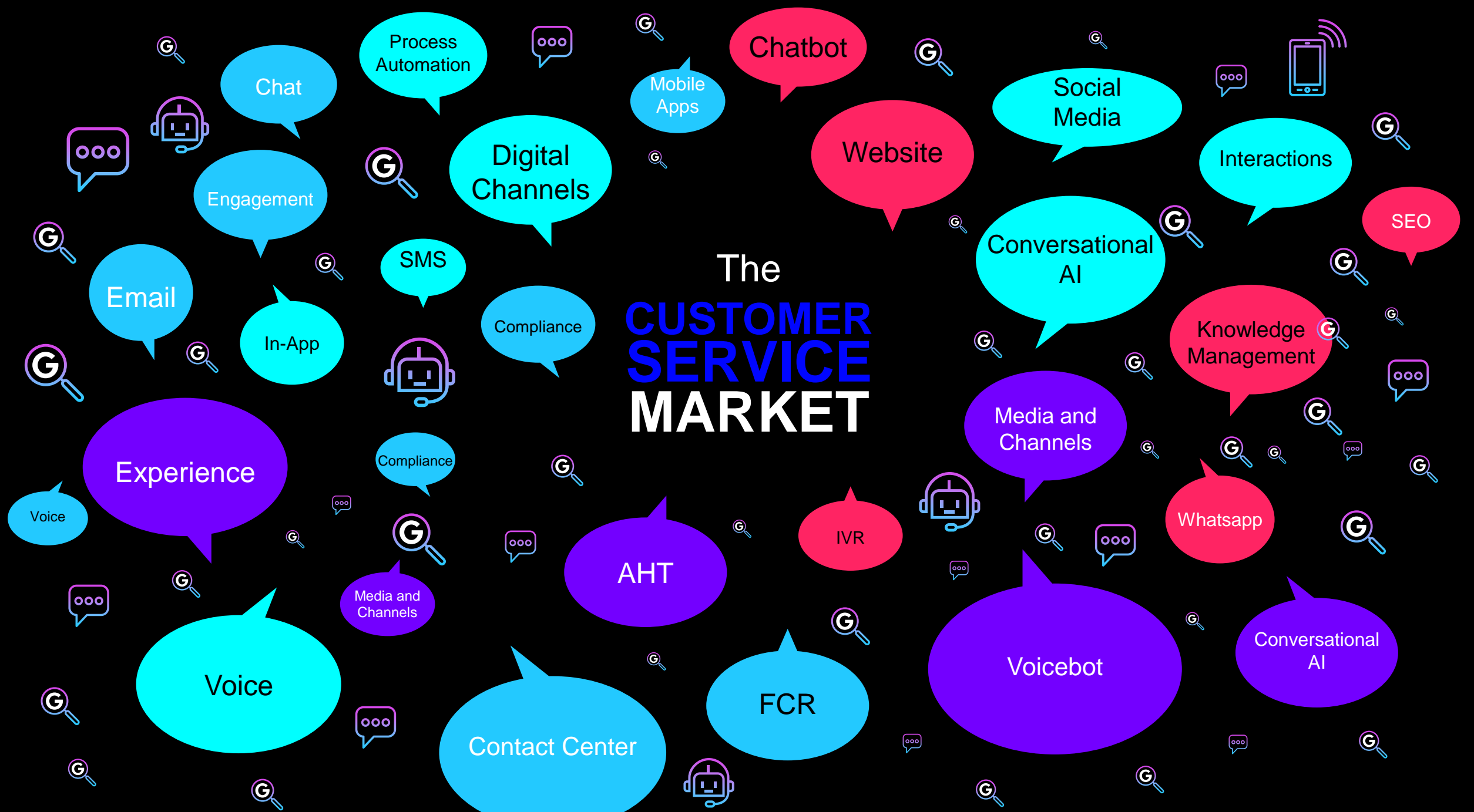
Day

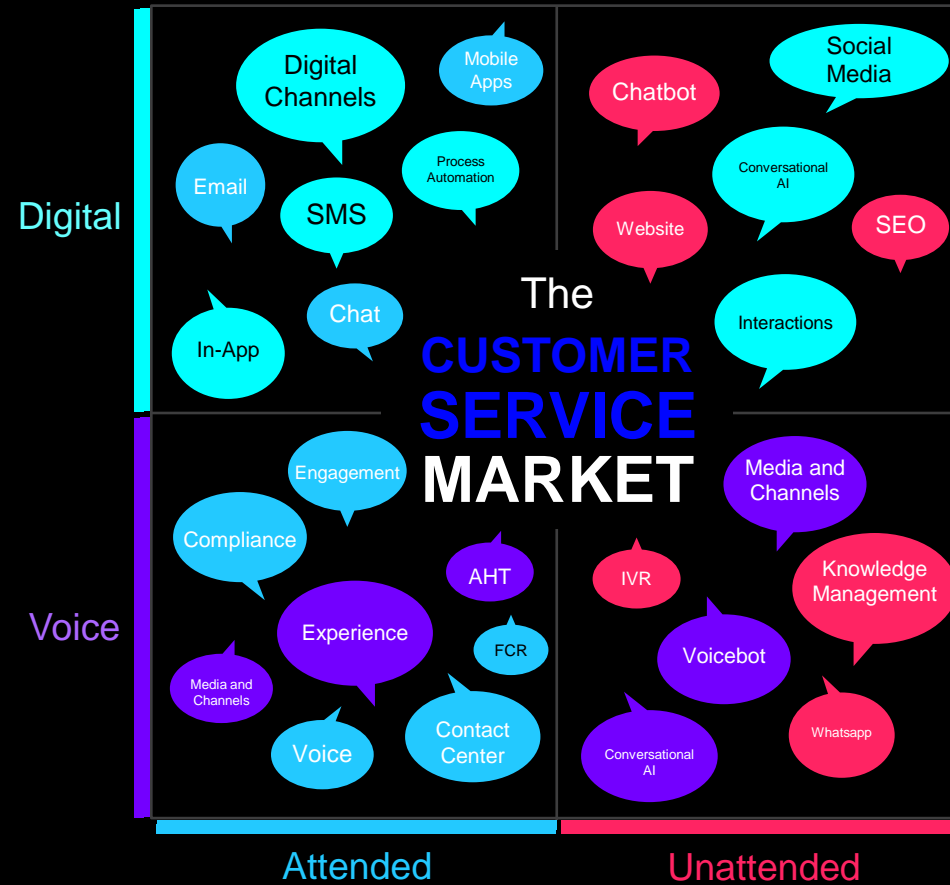


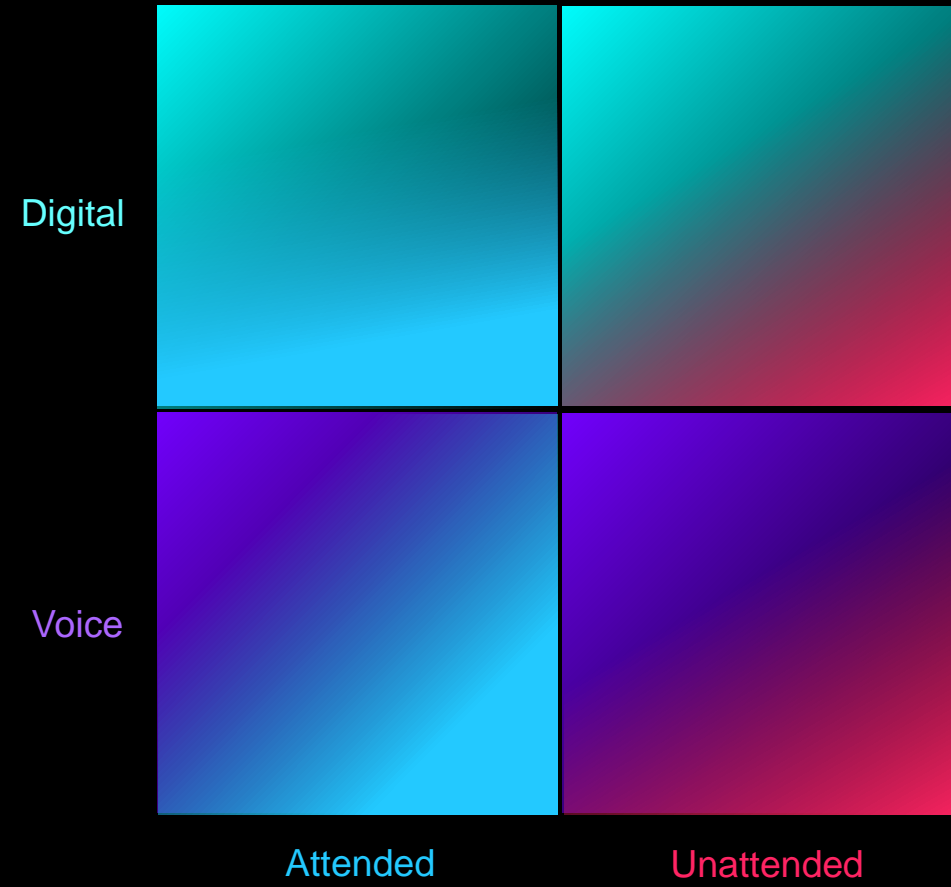
Uses a Search
Engine once an

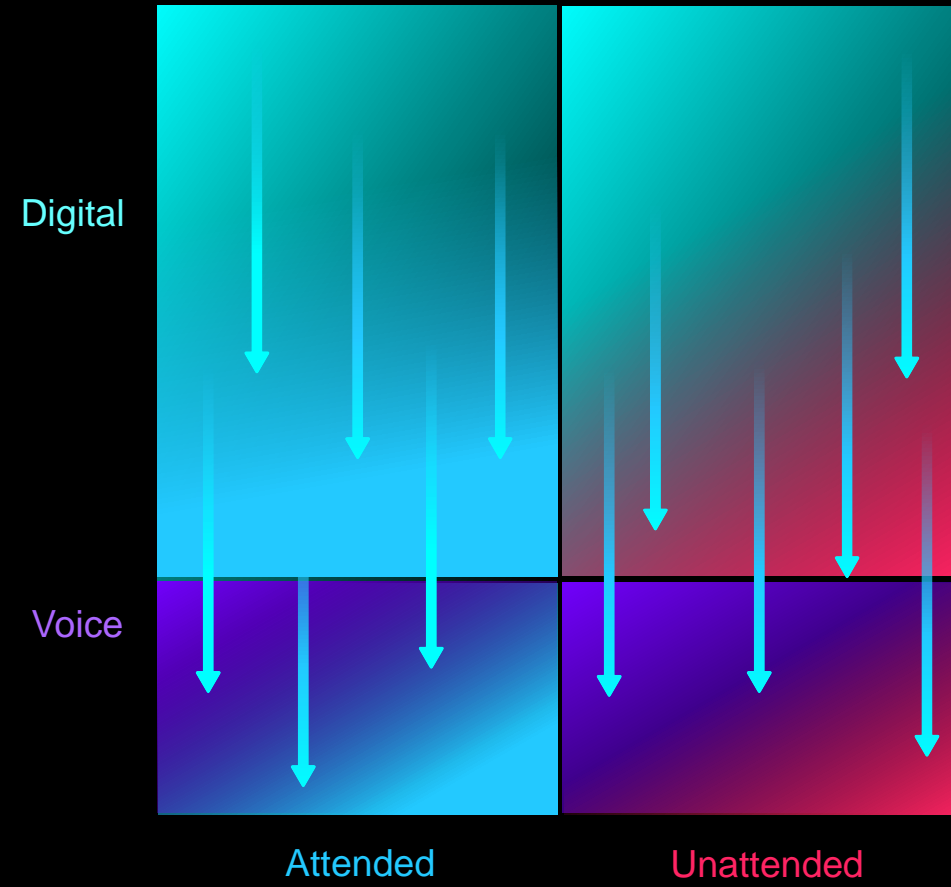
Hour

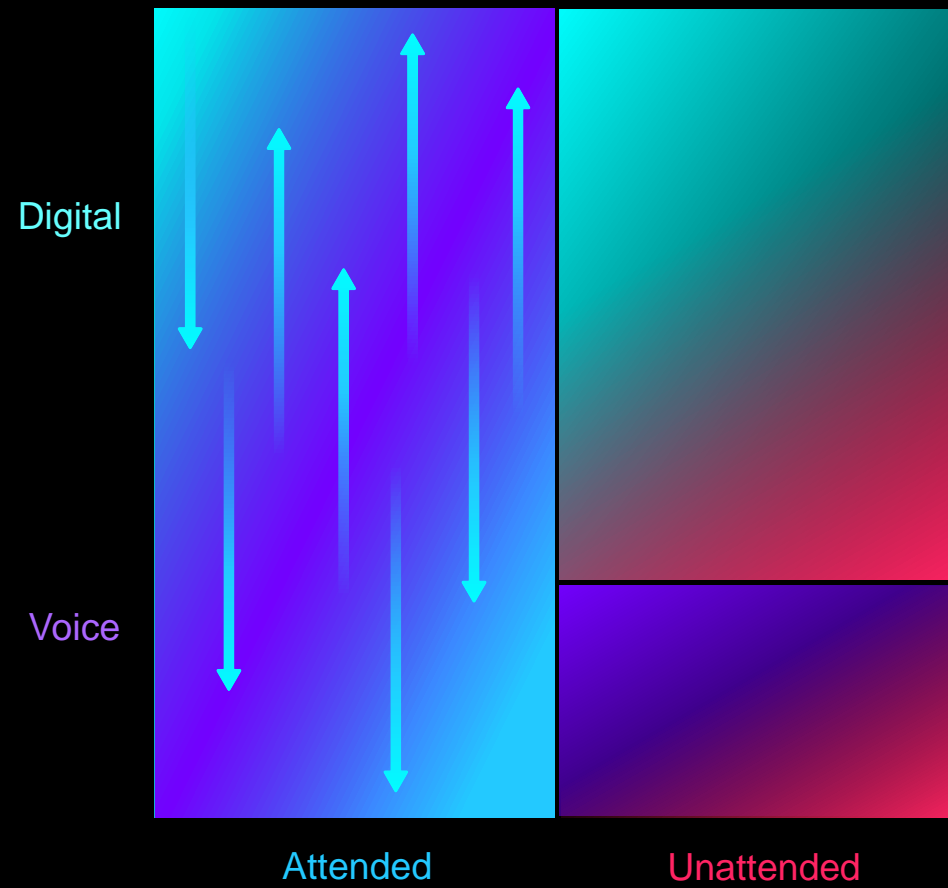
The CUSTOMER SERVICE MARKET

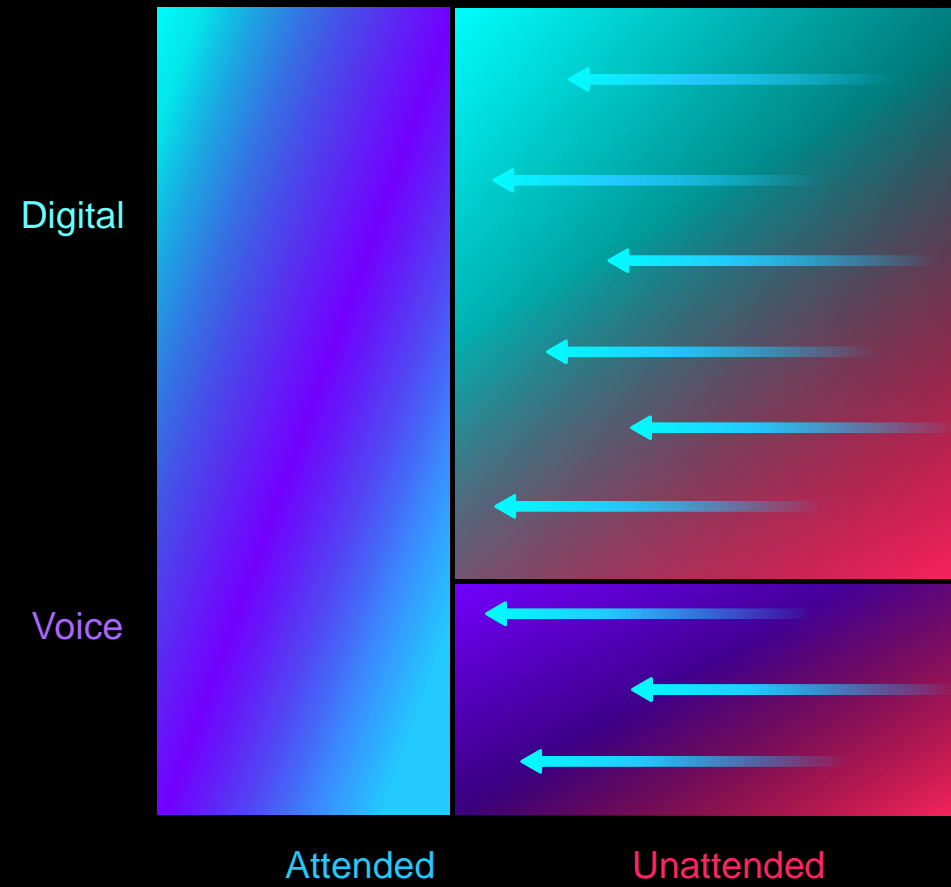






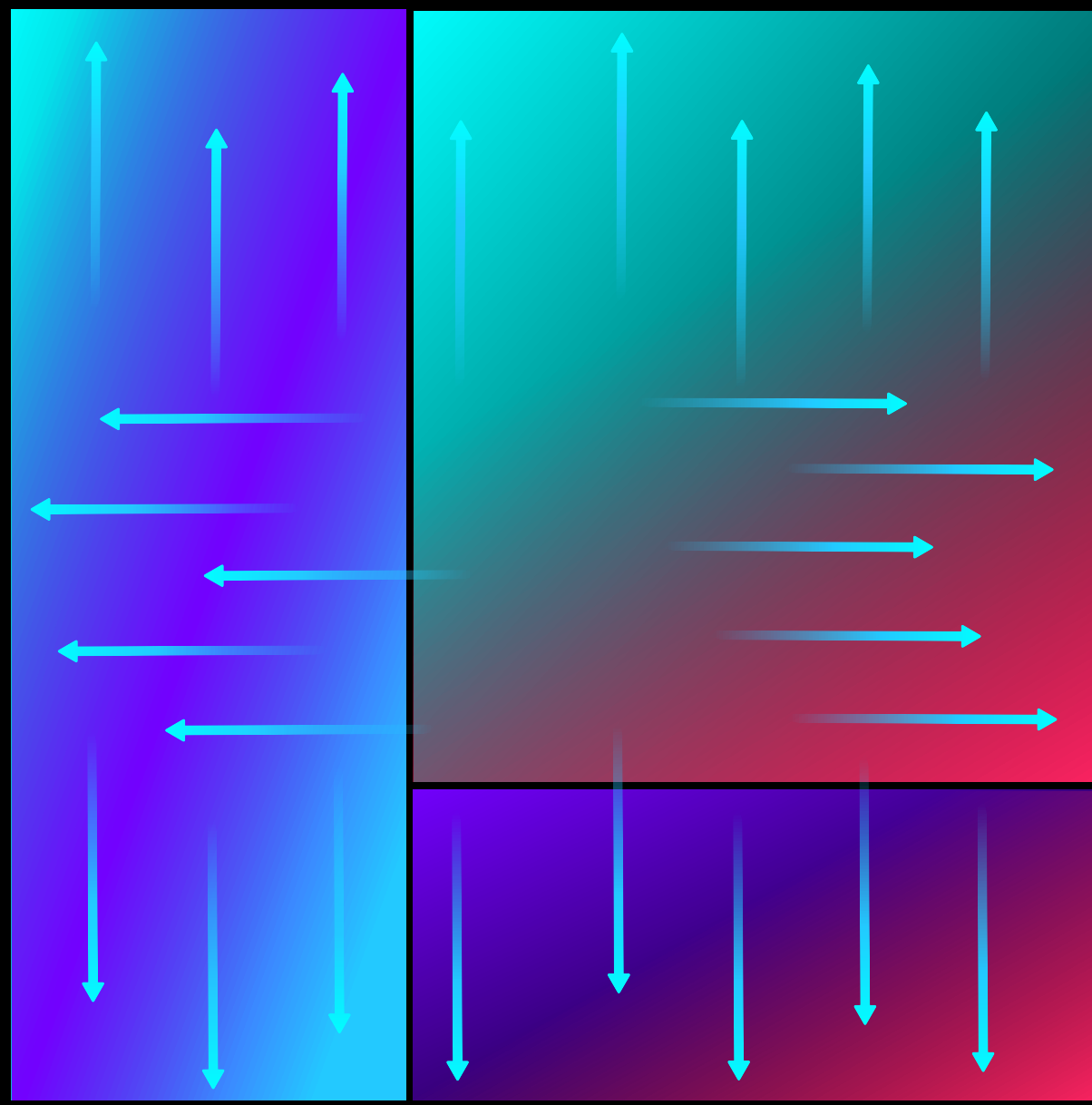






Digital

Voice

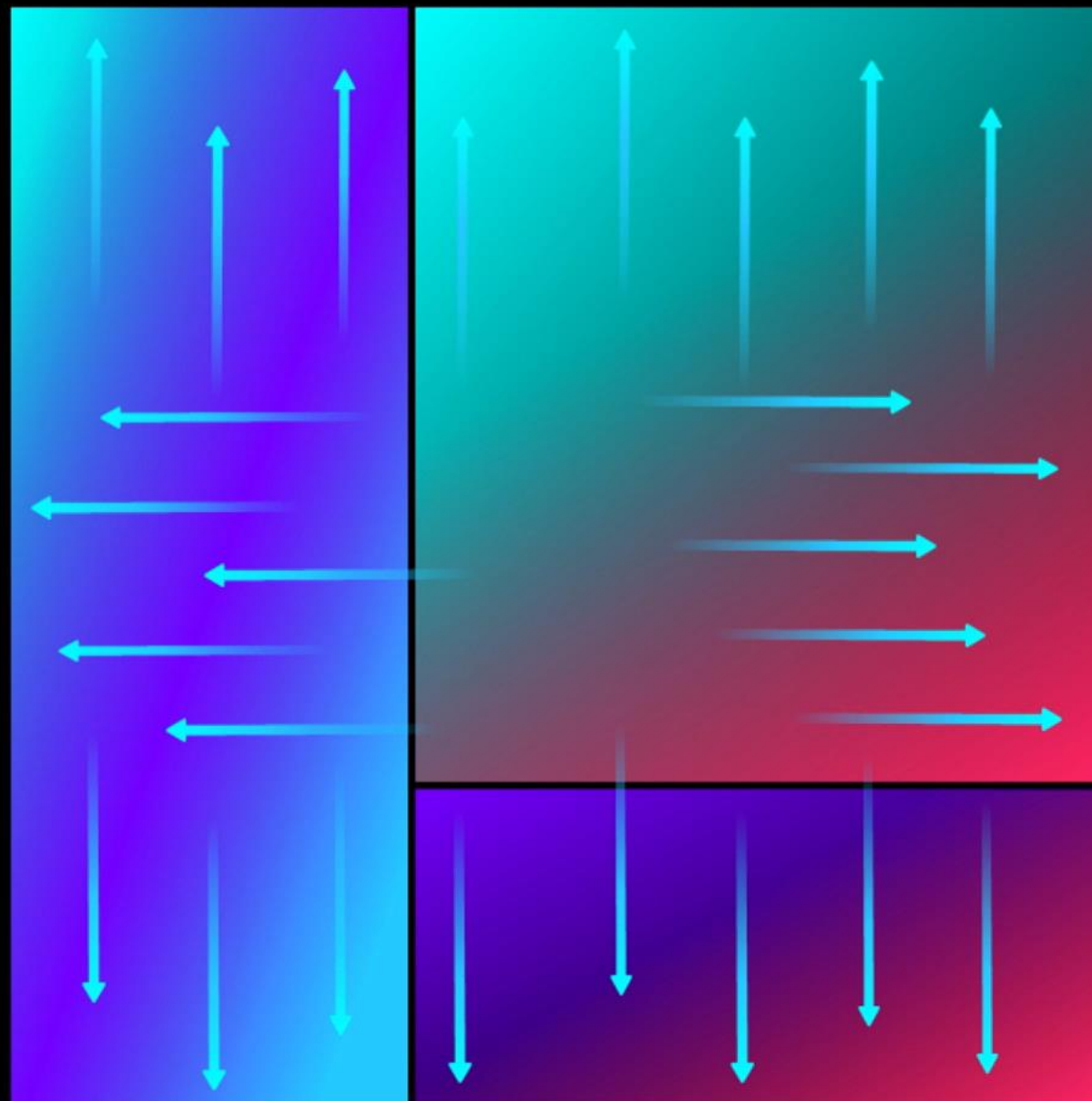


Attended

Unattended

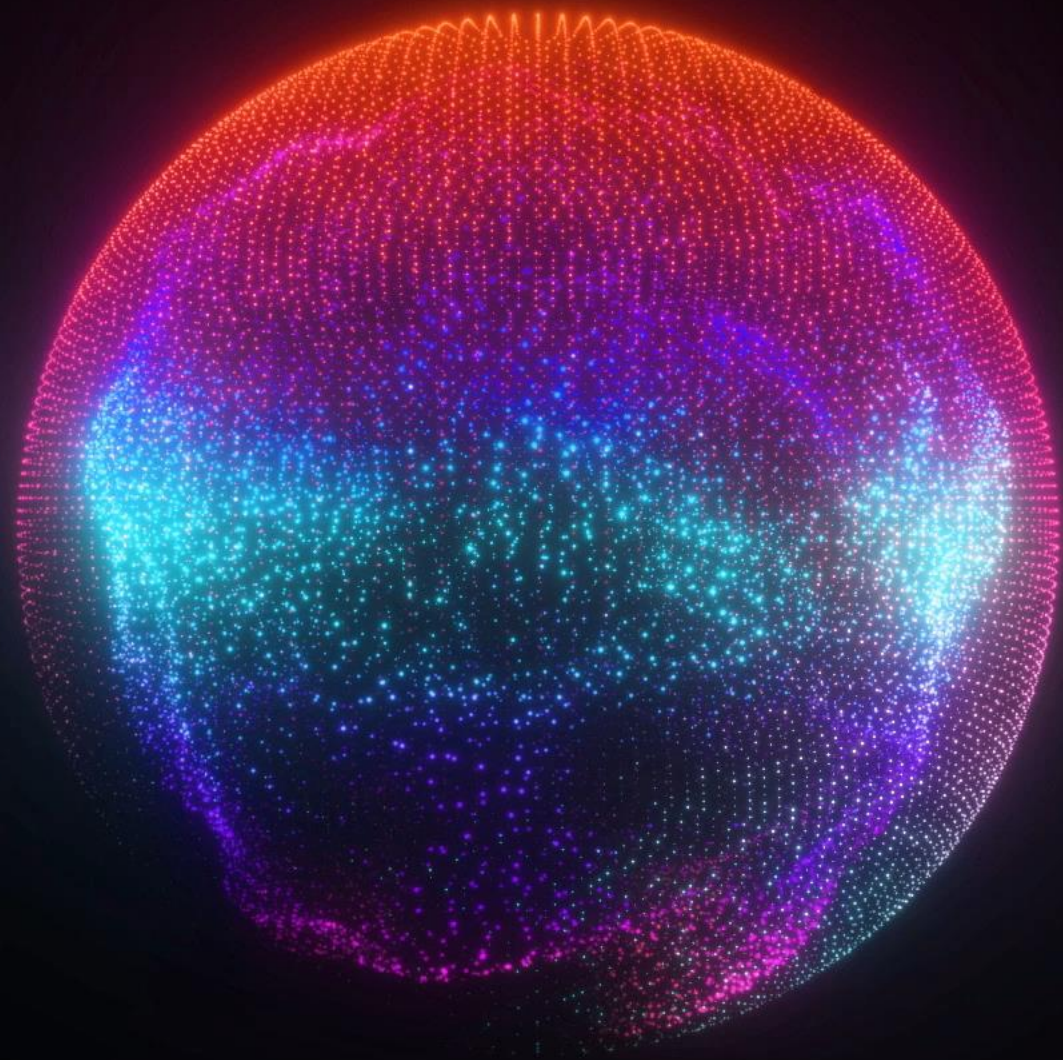
Digital

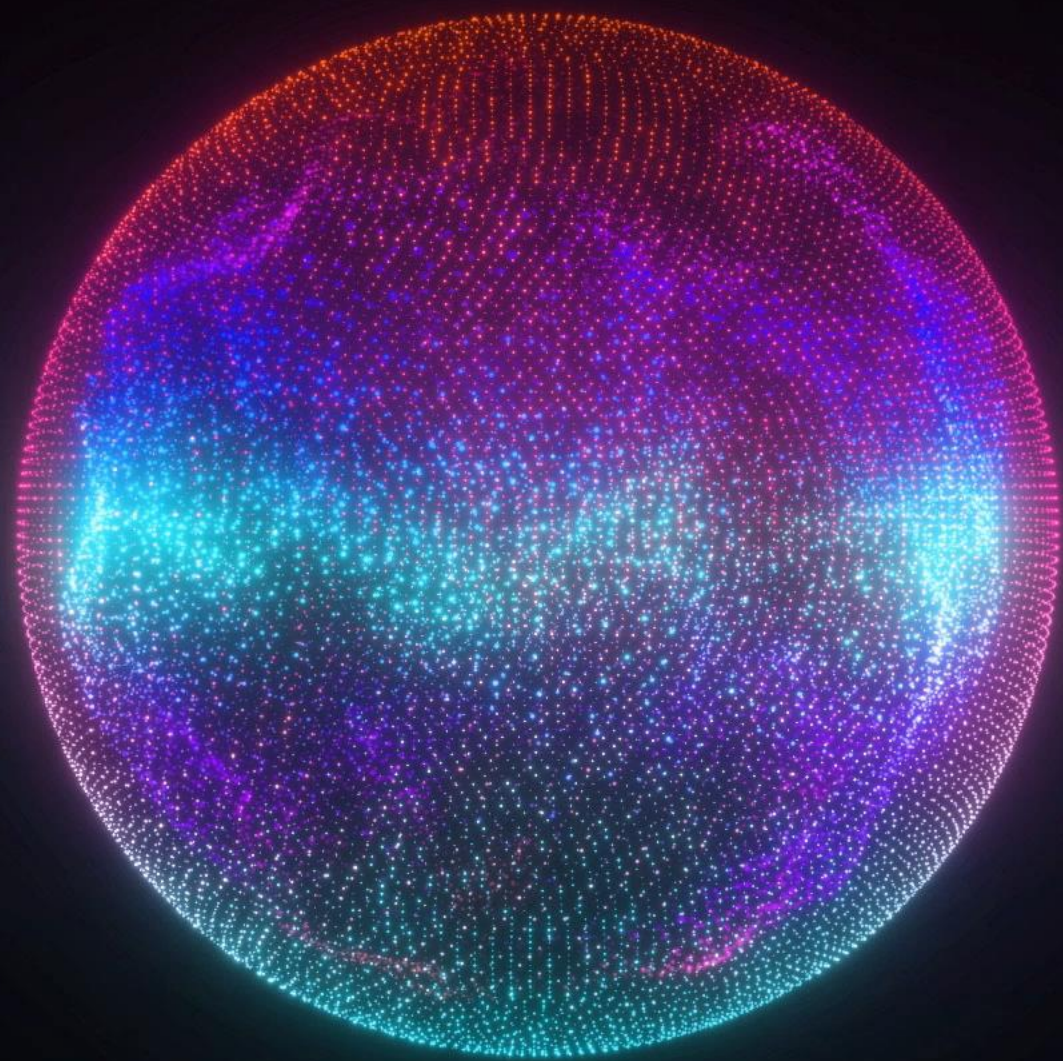
Voice



Attended

Unattended





CUSTOMER
SATISFACTION

SAF47

SAF47

EA77

0123

SAF47

ARC25

EA77

0145

02154

EA77

GF547

EA77

EA77

0123

0145

0123

The image features a central glowing cyan ring that is partially open, with the words "CUSTOMER SATISFACTION" written in a matching cyan, sans-serif font inside it. The background is a dark blue to black gradient, overlaid with a complex network of thin, light blue lines and dots, suggesting a data network or a futuristic interface. Several concentric circular bands are visible, some with small rectangular segments highlighted in red or blue. Various alphanumeric codes are scattered throughout the scene, including "DSA41", "0145", "GFS6", "SAF47", "EA77", "WQ39", "AFC25", "02154", and "EA77".

CUSTOMER
SATISFACTION

DSA41

0145

48

GFS6

SAF47

EA77

WQ39

AFC25

02154

EA77

02154

EA77

AFC25

AFC25



BUILD

BRAND


PROTECT



BRAND EXPERIENCE

BRAND

88% of the EXPERIENCE
is shaped during customer
INTERACTIONS

The background features a dark blue gradient with flowing, ethereal light trails in shades of blue and purple. On the right side, there is a complex network of thin, glowing blue lines that curve and branch out, resembling a digital or neural network structure.



3 GUIDING PRINCIPLES

FOR MASTERING THE

**EXPERIENCE
CONTINUUM**

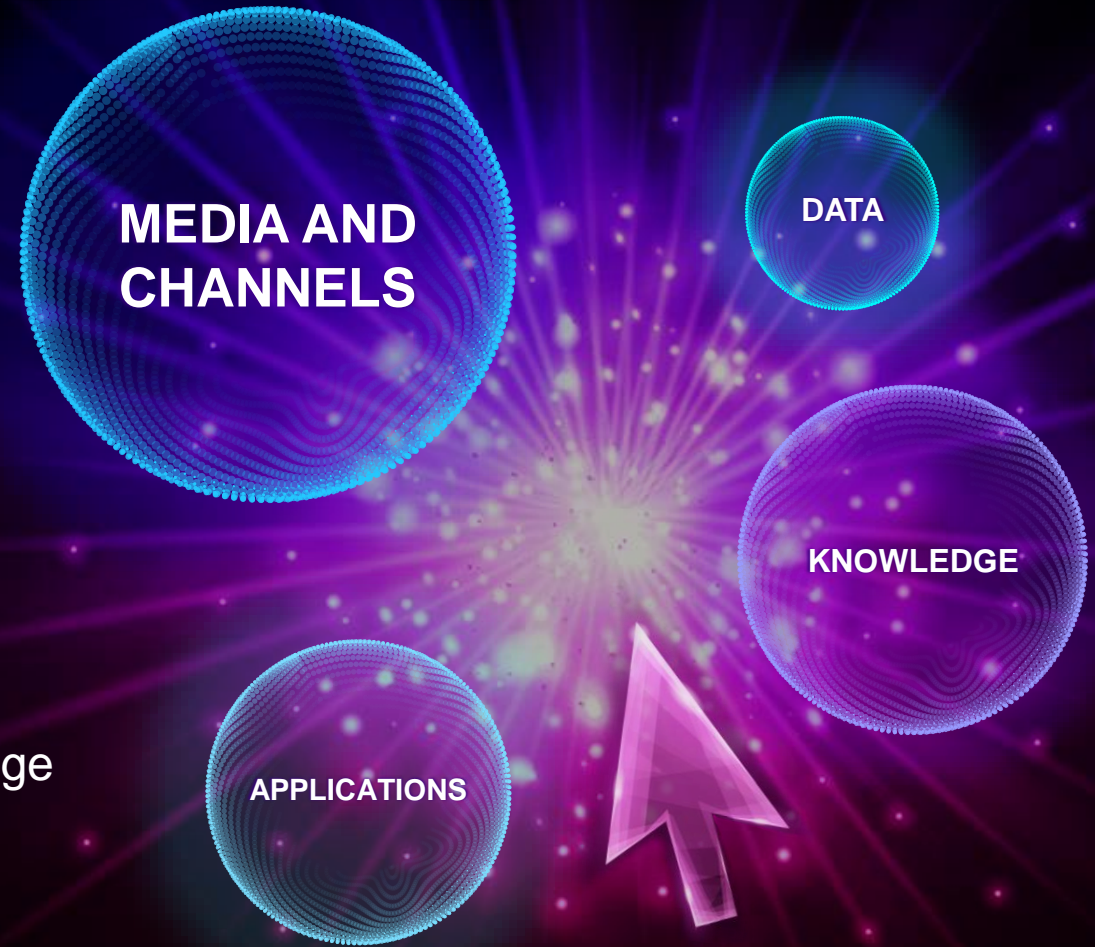


Mastering the
**INTERACTION
CENTRIC CLOUD
PLATFORM**

- Seamless omnichannel interactions
- Unified data and app framework
- Maintains Intent & Journey Context
- Open ecosystem of CX capabilities

Mastering the **CONVERGENCE** OF RICH **CX CAPABILITIES**

- All the media, channels, data, applications & knowledge
- Richness to master the complexity of the interaction
- Channel-agnostic
- Aware of Consumer Intent & Journey Context



Mastering with
AI for **CX** that
**FUSES PEOPLE
WITH PROCESSES**

- **Purpose Built for CX:**
Brand Aligned, Precise, Operationalized, Secure
- Augmented Intelligence and Artificial Intelligence
- Invisible transitions

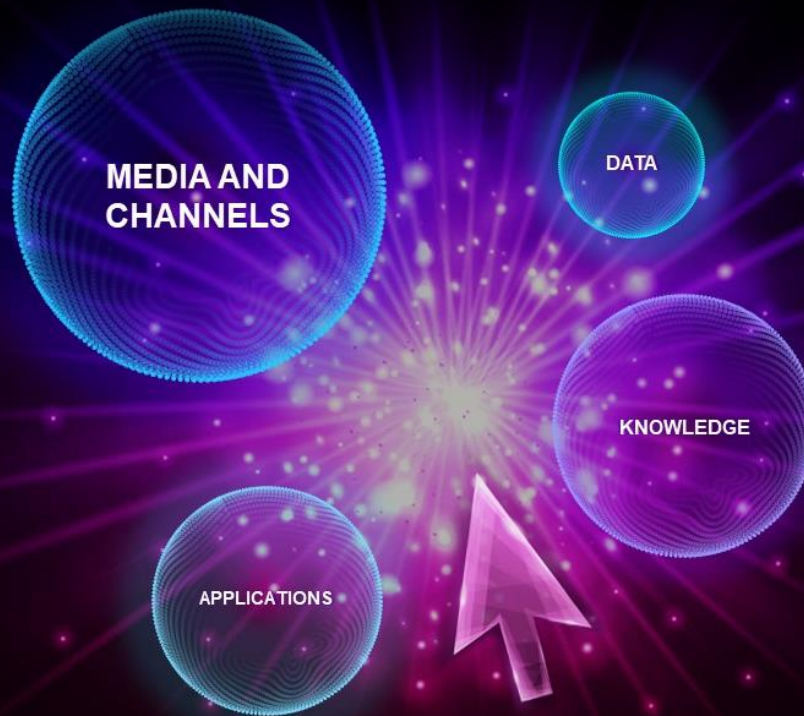


Mastering the Experience Continuum

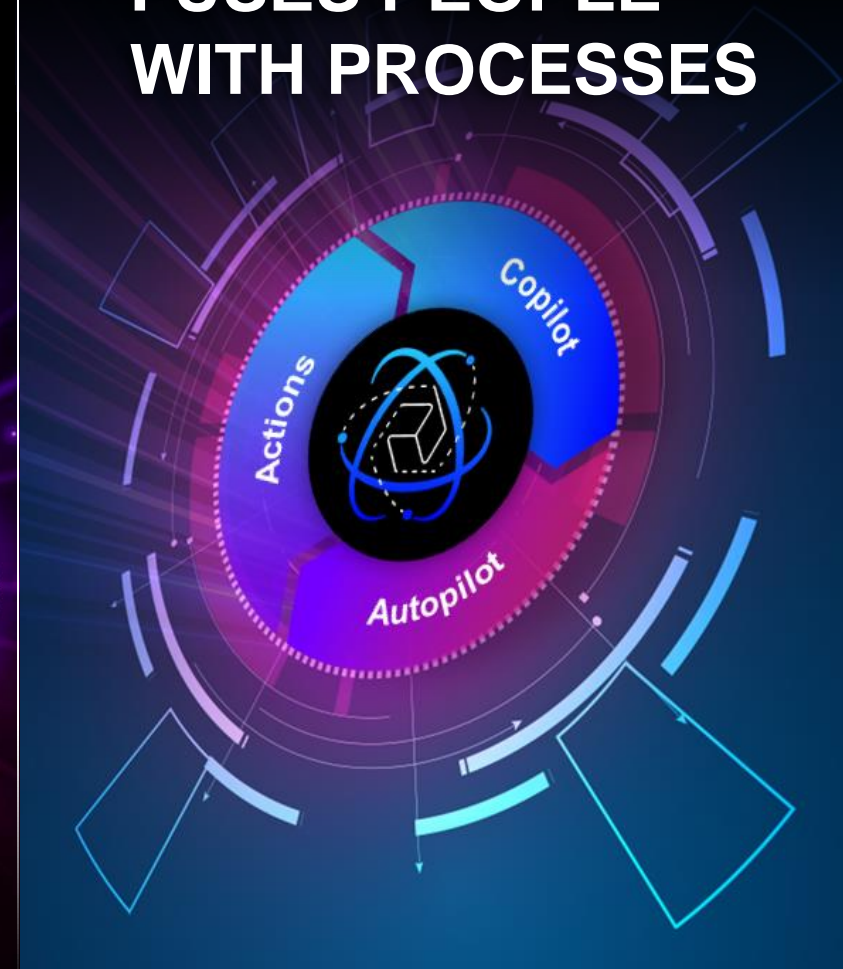
Mastering the
**INTERACTION
CENTRIC
PLATFORM**



Mastering the
**CONVERGENCE
OF RICH
CX CAPABILITIES**



Mastering with
**AI FOR CX THAT
FUSES PEOPLE
WITH PROCESSES**



The look, feel and impact of AI solutions



Agent – *‘why will I benefit; will it replace me?’*



Business Leader – *‘show me meaningful insight’*



Customer - *‘I just want to speak to a human’*



The Agent – Centralised AI Assistance

Expert Answers

Your knowledge content pushed automatically to assist with the interaction; **decreases 'agent handle time' and cognitive load**

AutoSummary

Consistent and informative summaries generated automatically for every interaction; **reduces wrap-up time and improves CSAT**

Real Time Coaching

Proactively notifies agent of real-time sentiment and provides behavioral guidance during an interaction; **improves CX and customer lifetime value**

The Business Leader – Insights & Analytics on demand!

Auto-Discover

Understand the unknown, reduce unnecessary contact by identifying who within your business is responsible; **Reduces future investment in AI, reduces operating costs**

Empowered Supervisors

Real-time interaction insights across the team, removing repetitive, time-consuming tasks; **Increases availability, coaching time and ESAT**

Actionable Recommendations

Automated actionable insights and recommendations to improve operational performance; **reduces operating costs, Increases efficiency**

The Customer – Data Driven Conversational Experiences

Personalised bots

Automatically identify and build the right personalised self-service journeys with automation: **Reduced build time, increases containment, reduces customer effort, drives CSAT**

Handoff to humans

Ability to execute and meet needs of customer with bots and humans working together to create a seamless CX; **Removes friction, increases CSAT, provides context switching**

Gen AI fuelled by FAQs

Protect your conversations with guardrails and move from menu driven conversations to experiences that flow; **increases CSAT, reduces customer effort, drives high self containment**

NICE

THANK YOU

