



Customer Experience 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 lighting. 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

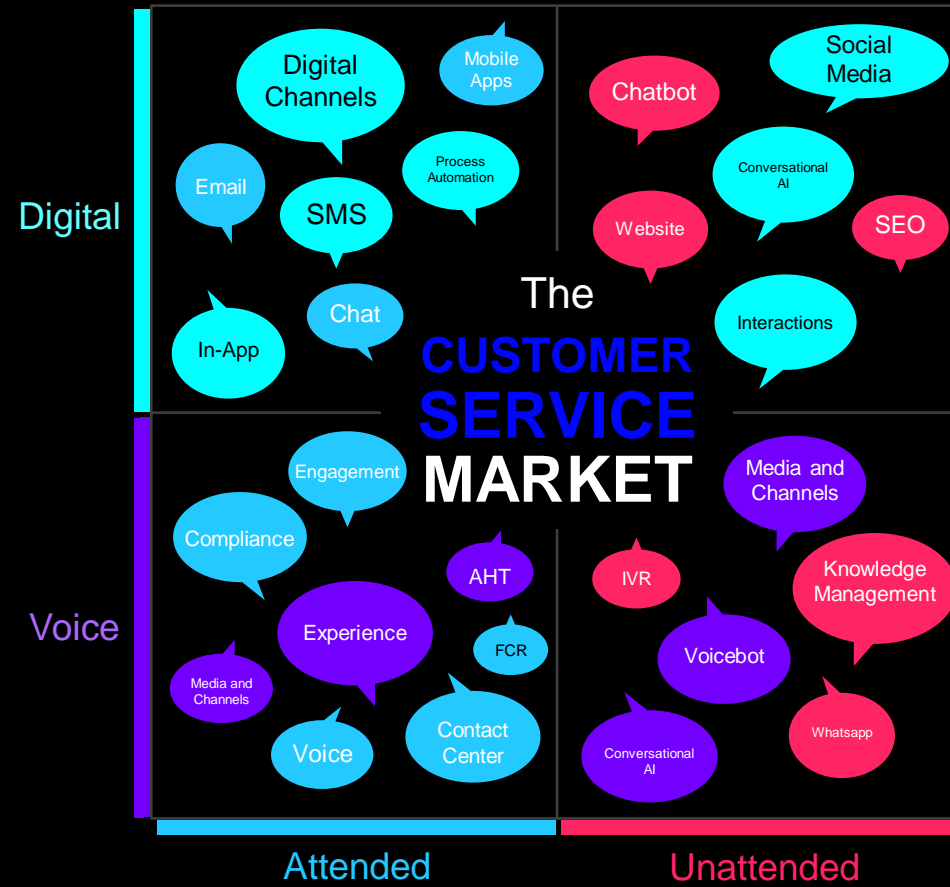


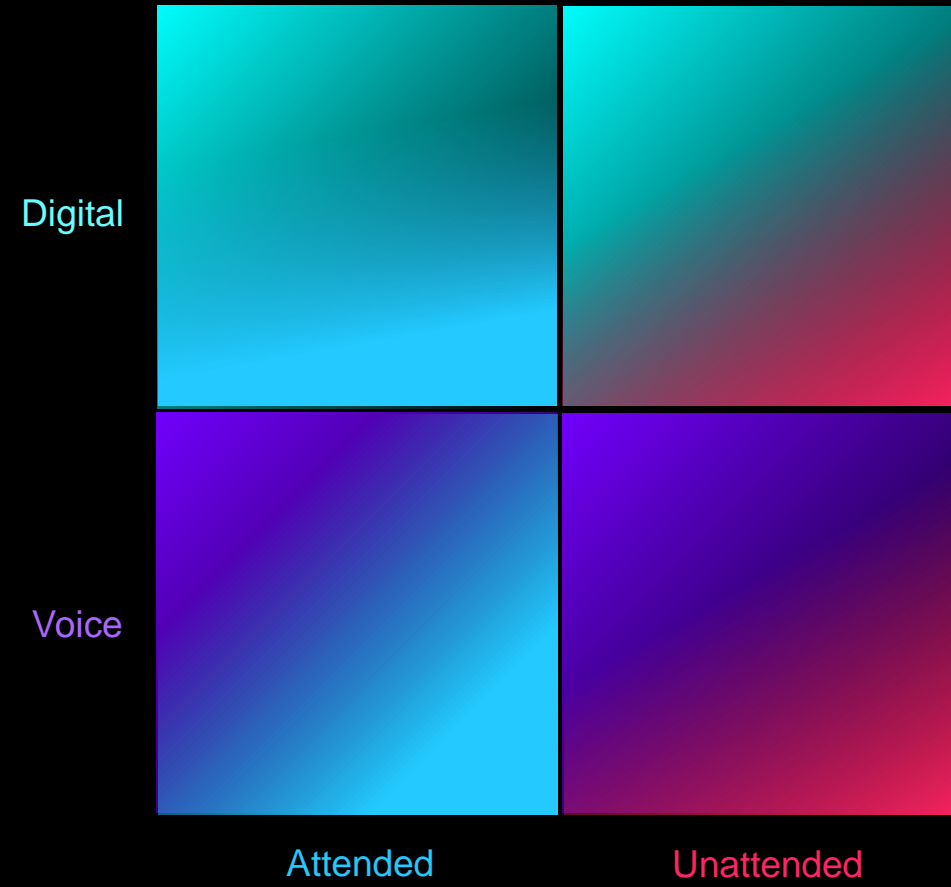
Uses a Search
Engine once an

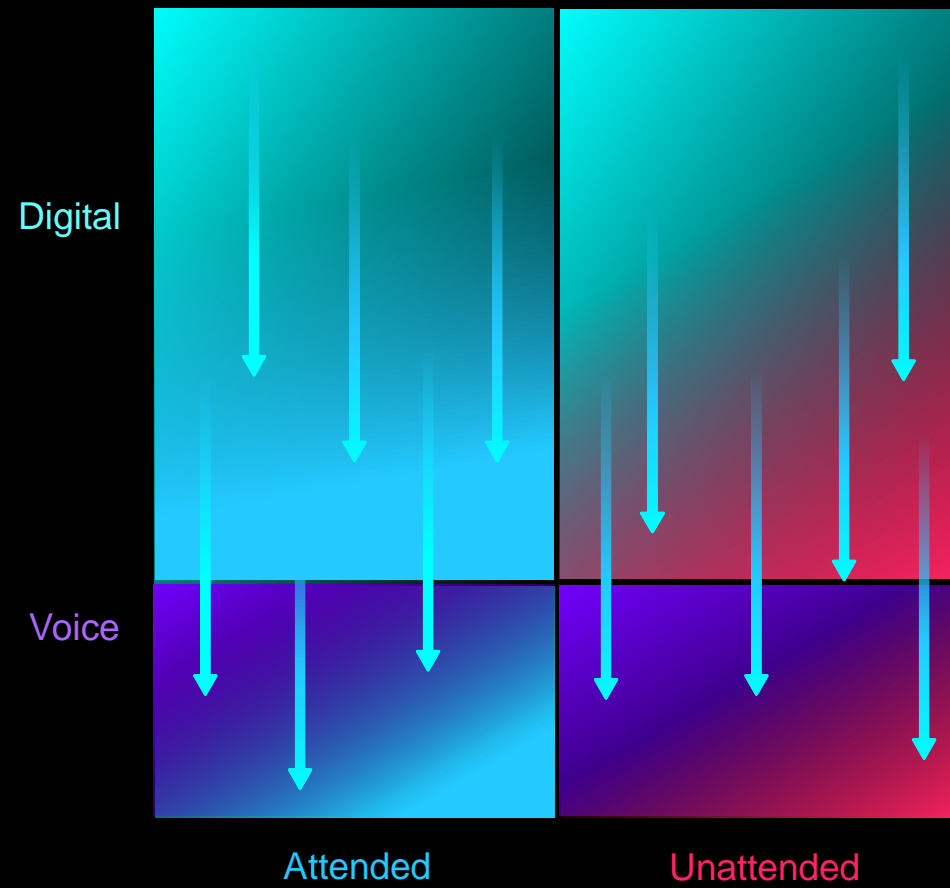
Hour

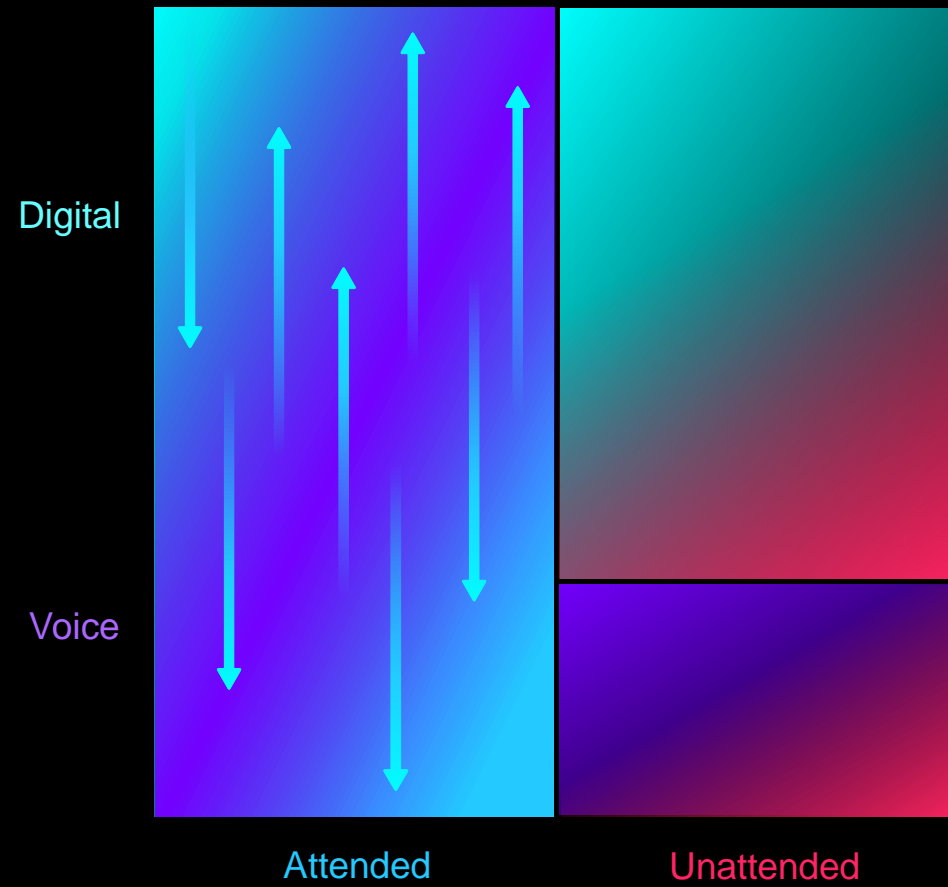
The CUSTOMER SERVICE MARKET

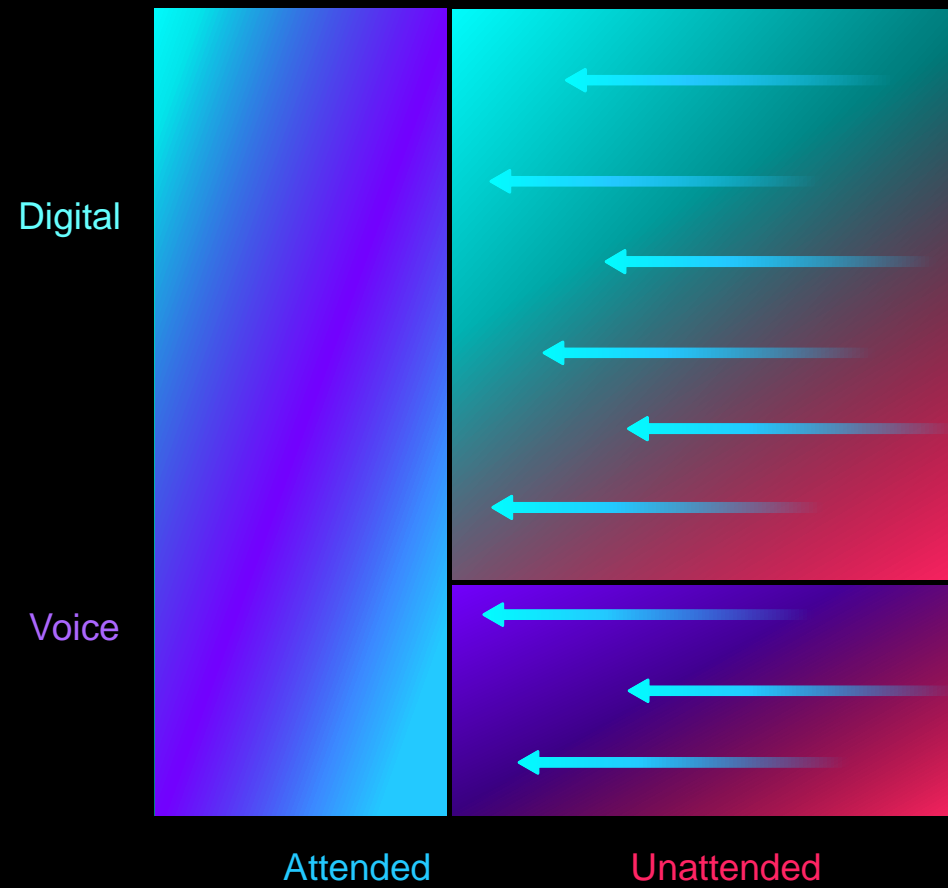










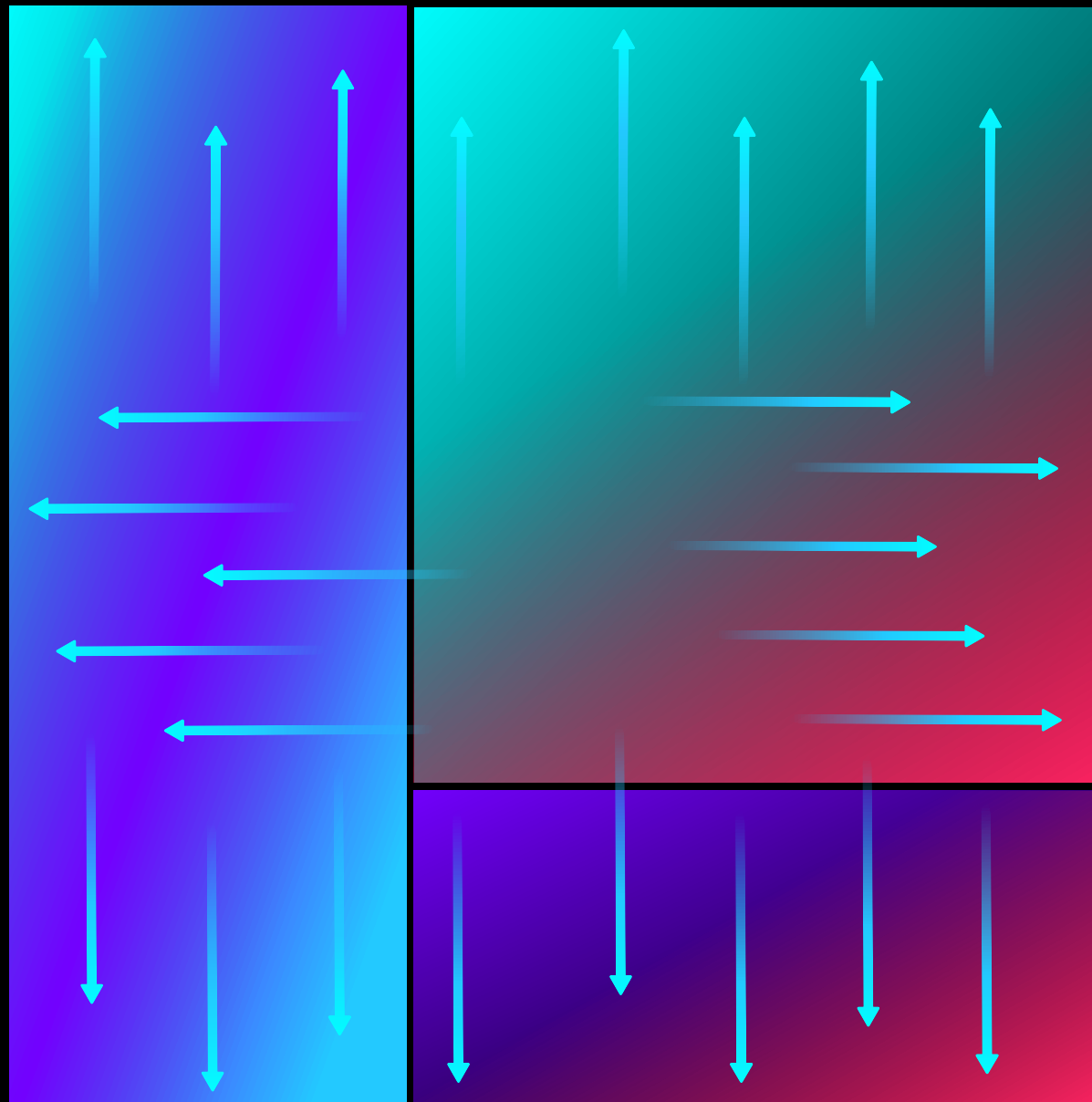


Digital

Voice

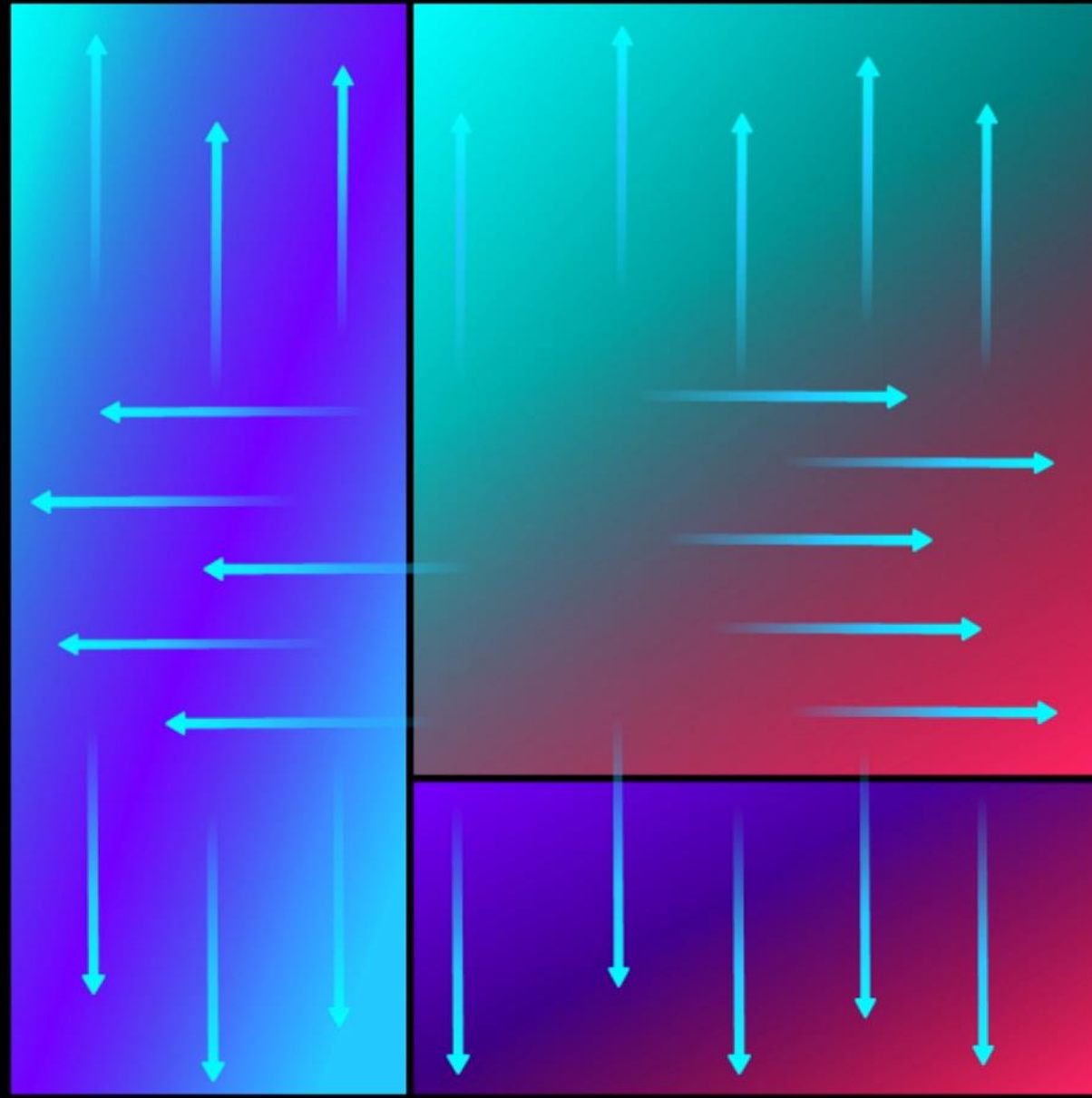
Attended

Unattended



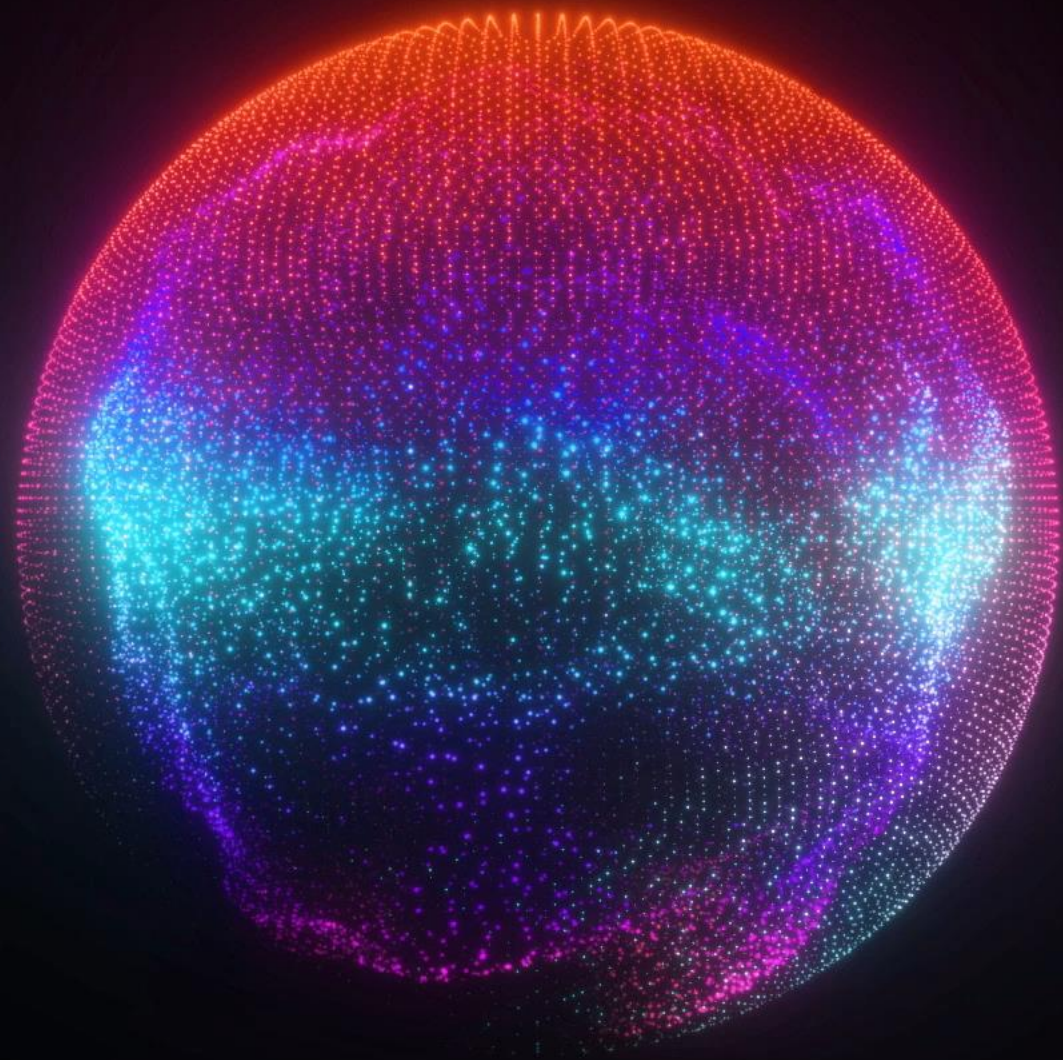
Digital

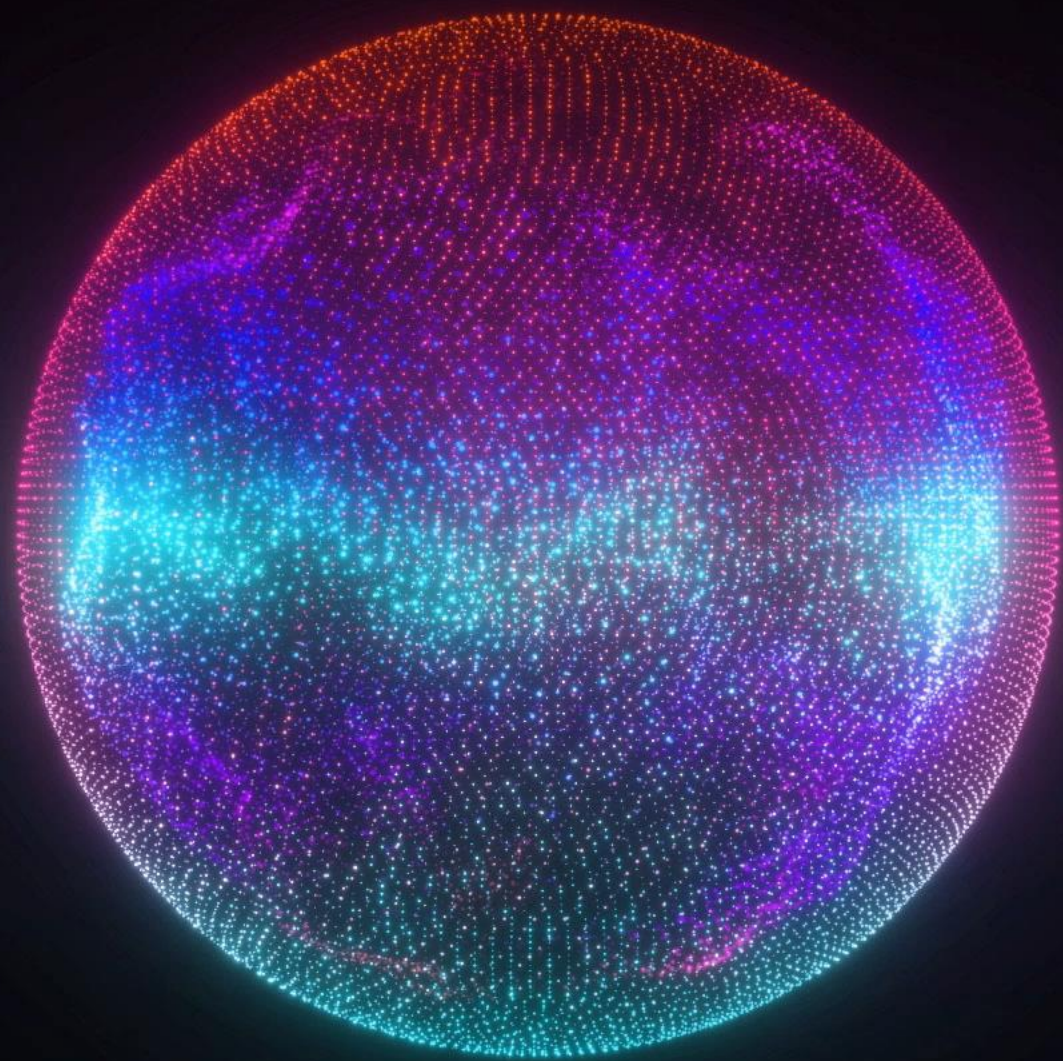
Voice



Attended

Unattended





CUSTOMER
SATISFACTION

SAF47

SAF47

EA77

0123

SAF47

ARC25

EA77

0145

02154

EA77

GF547

EA77

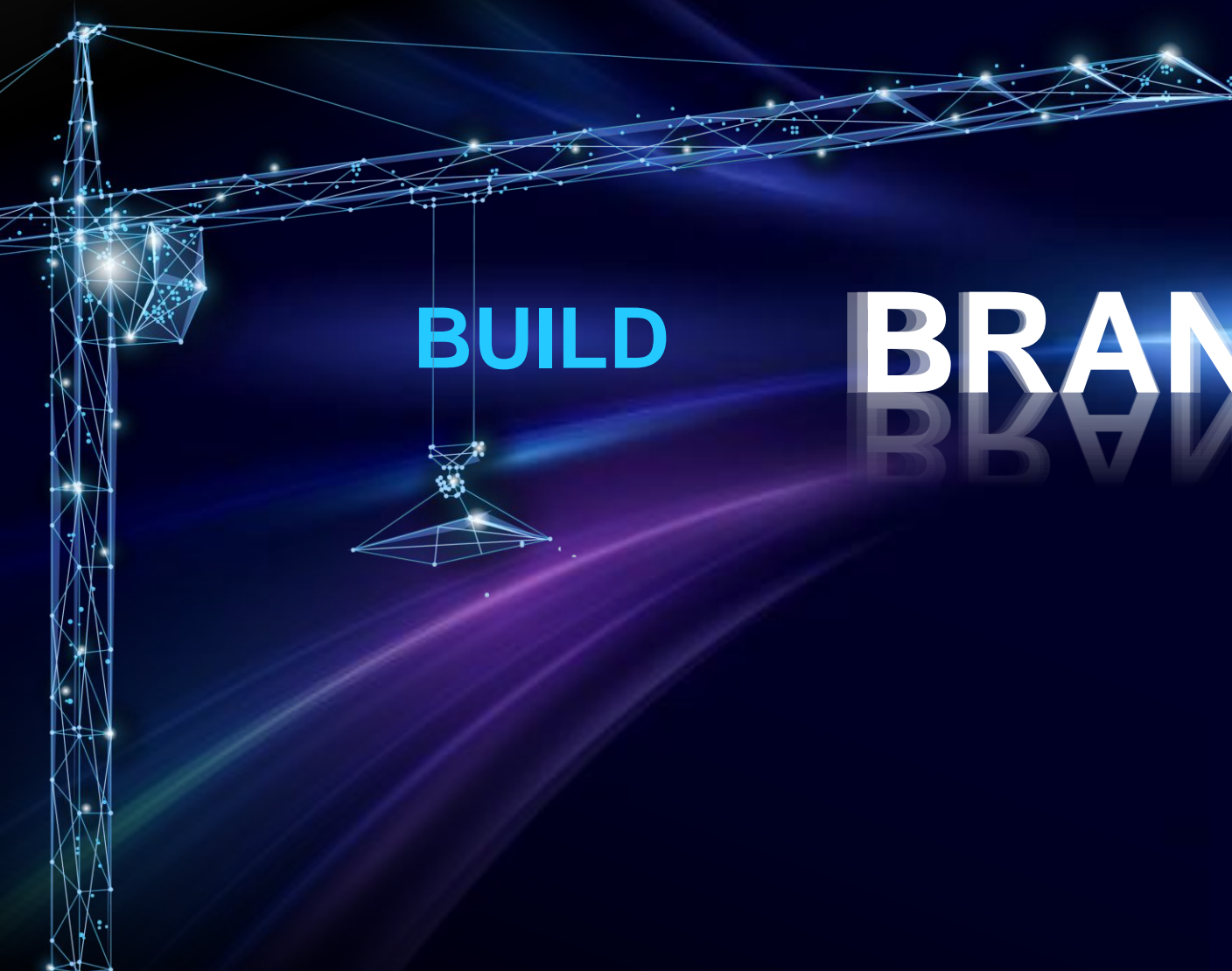
EA77

0123

0145

0123

CUSTOMER
SATISFACTION



BUILD


BRAND

PROTECT



BRAND EXPERIENCE

BRAND



88% of the EXPERIENCE
is shaped during customer
INTERACTIONS



3 GUIDING PRINCIPLES

FOR MASTERING THE

**EXPERIENCE
CONTINUUM**

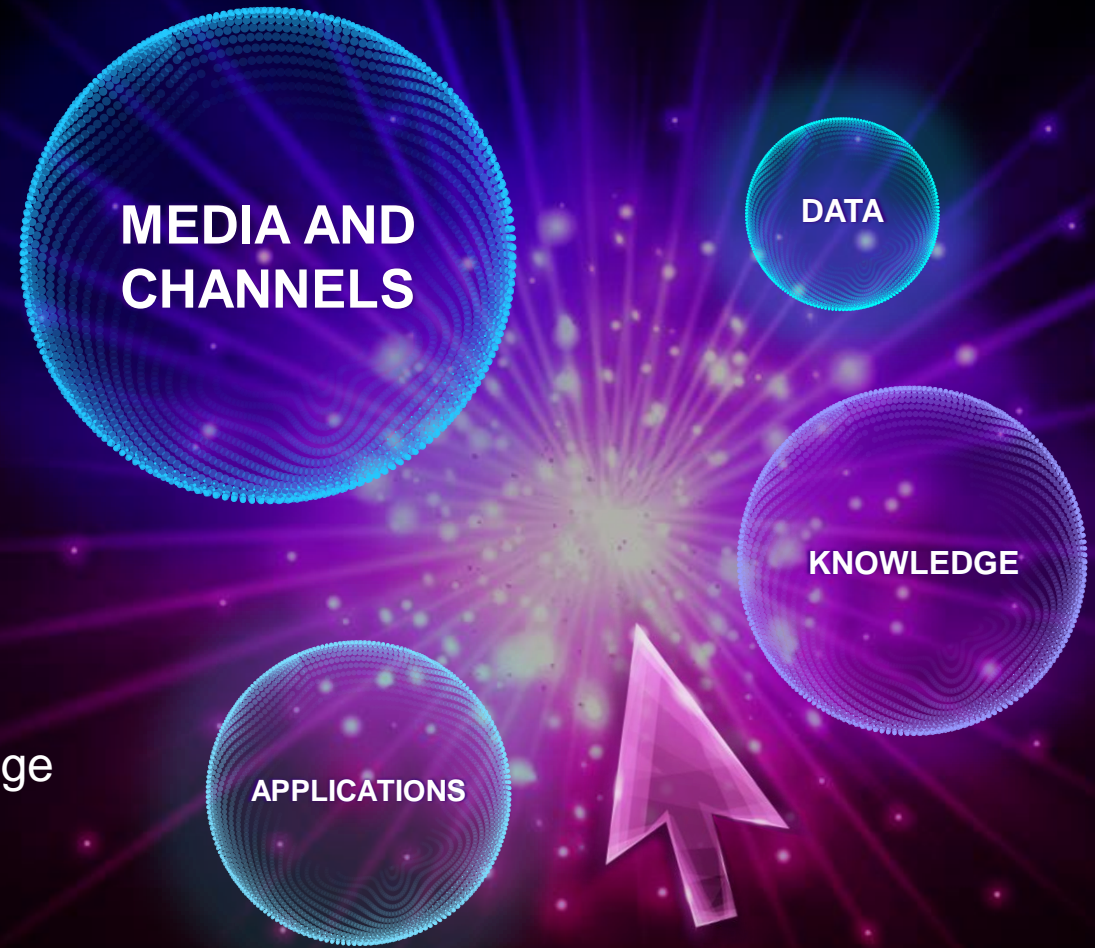


Mastering the
**INTERACTION
CENTRIC CLOUD
PLATFORM**

- 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**



Mastering the Experience Continuum



NICE

THANK YOU

 **KONTAKTA**
DAGEN 

