

CUSTOMER INTERACTIONS

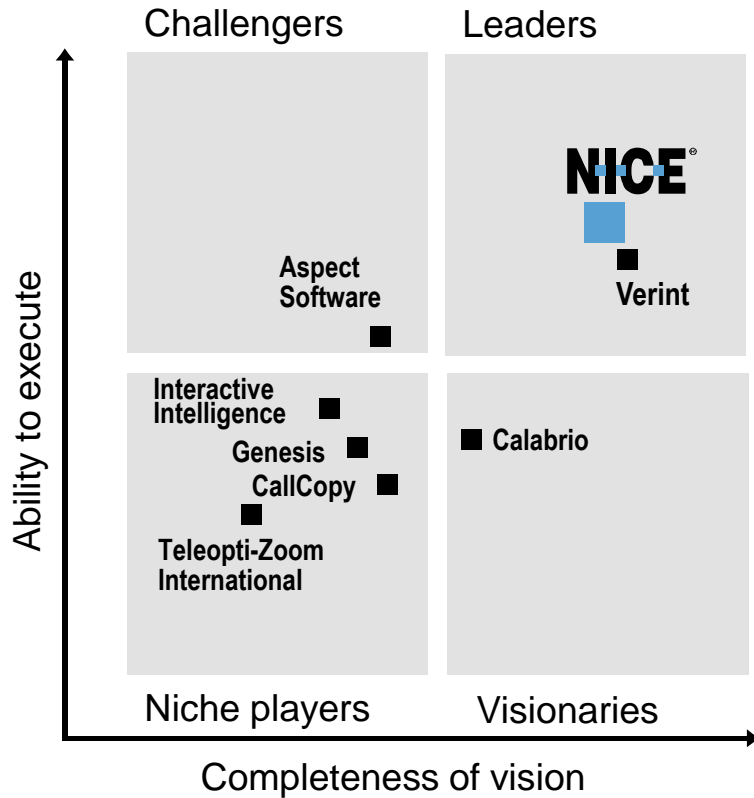
Nir Kol

VP Products, Enterprise Group

We help service providers leverage customer interactions to provide a better customer experience, drive business and reduce cost

INDUSTRY LEADERSHIP - CONTACT CENTER WFO

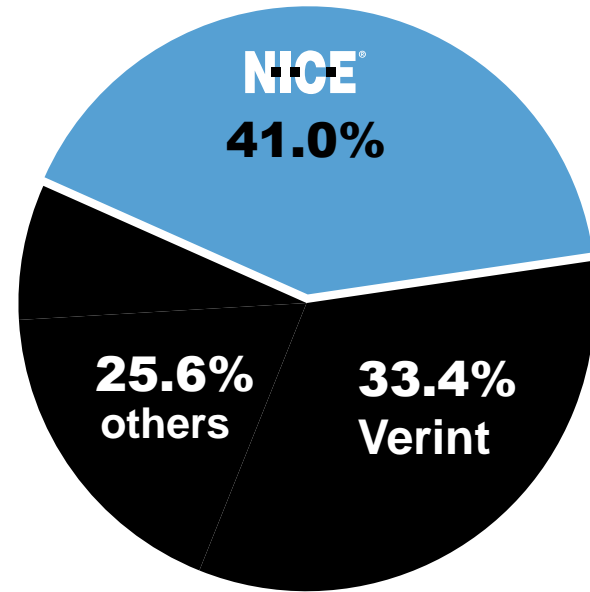
Gartner Magic Quadrant



Source: Gartner Magic Quadrant for Contact Center Workforce Optimization November 2012

Gartner

Global Market Share



2012 Workforce Optimization (Quality Management / Liability Recording) Mid-Year Market Share Report, DMG Consulting

DMG
CONSULTING LLC

FOCUS ON CONSUMERS ACROSS ALL SERVICE CHANNELS

Cover the entire consumer journey, over time

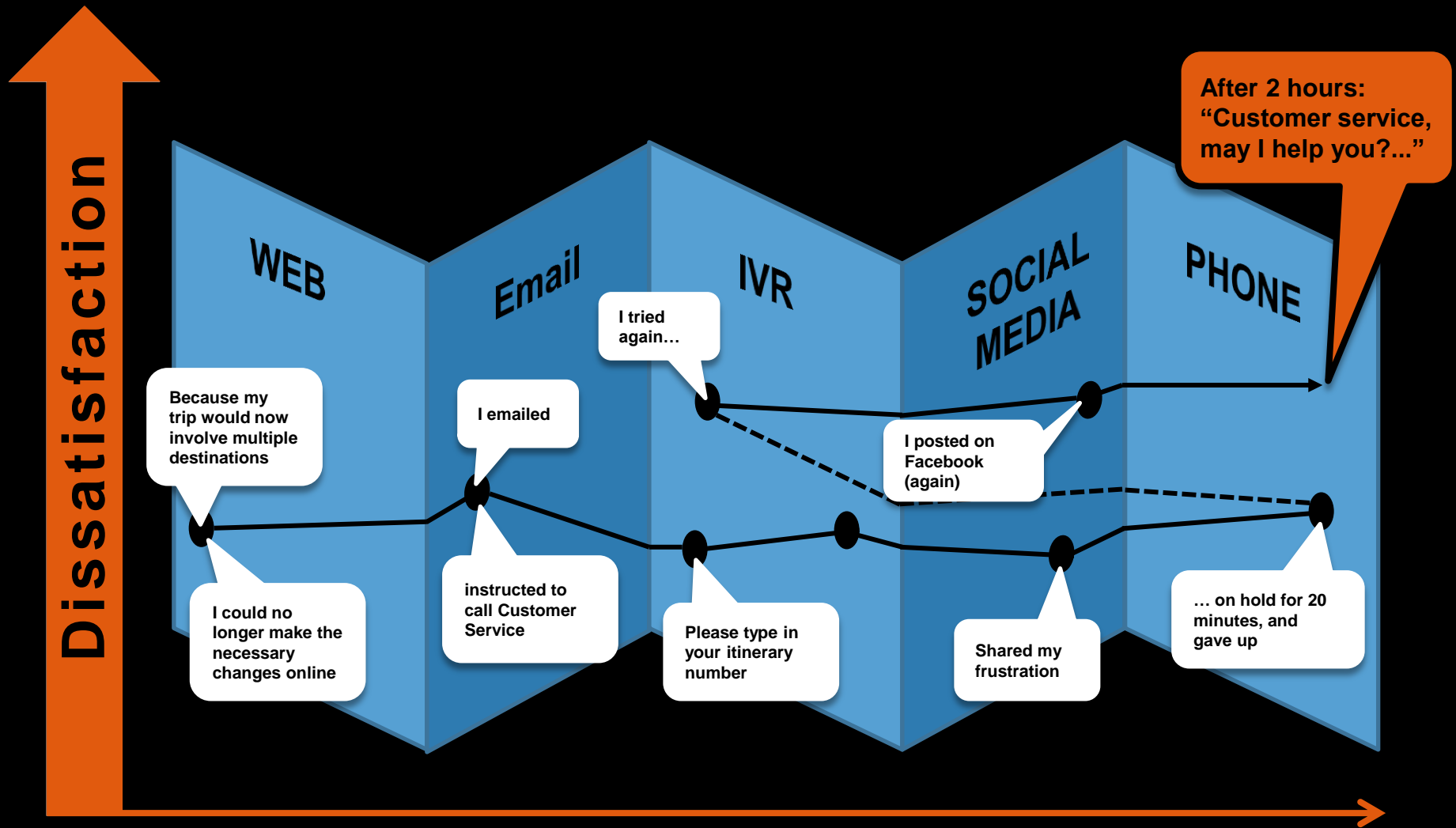
Guide to the best action in real time

Provide a consistent and seamless cross channel customer experience

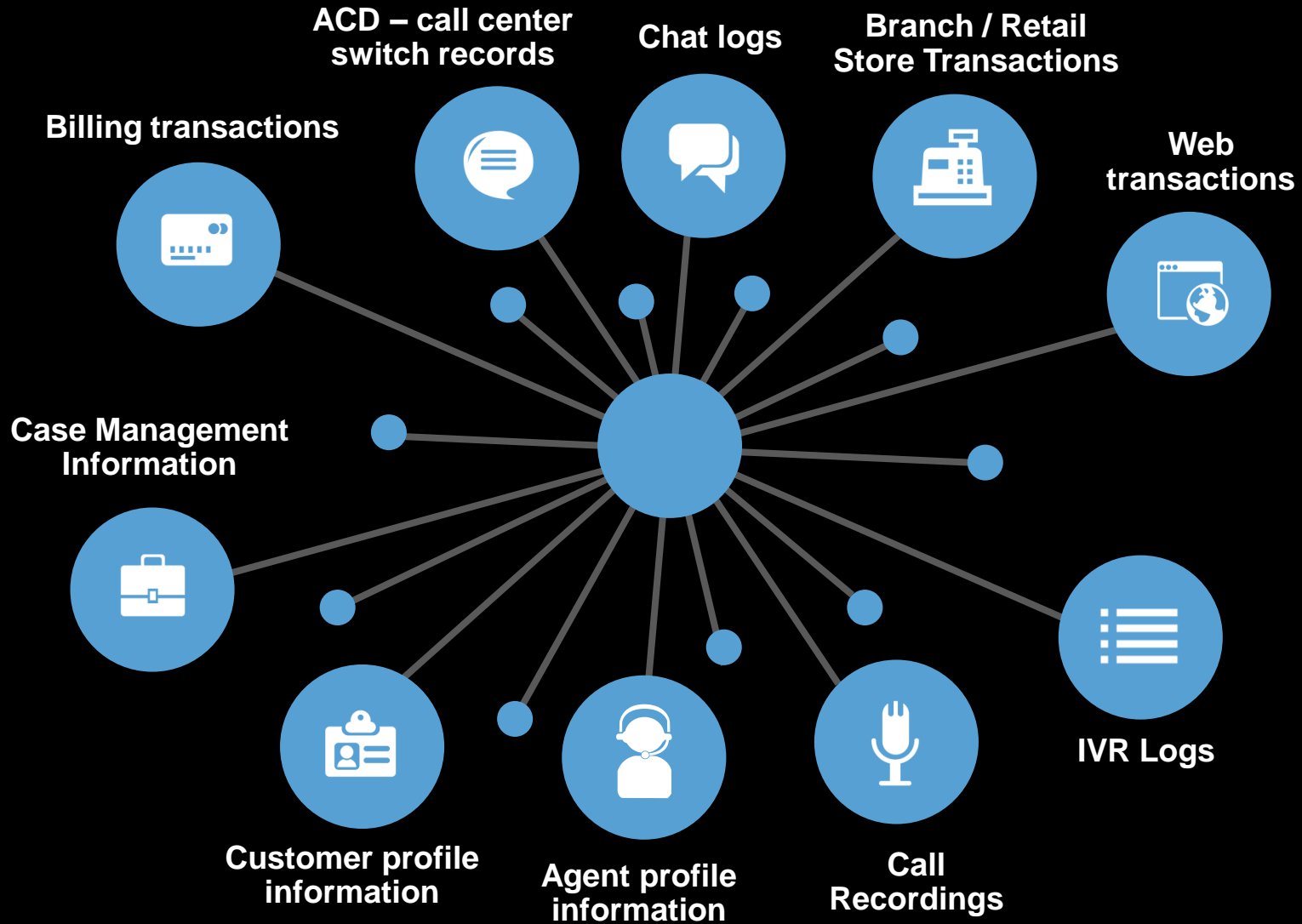


Raising the bar on customer service

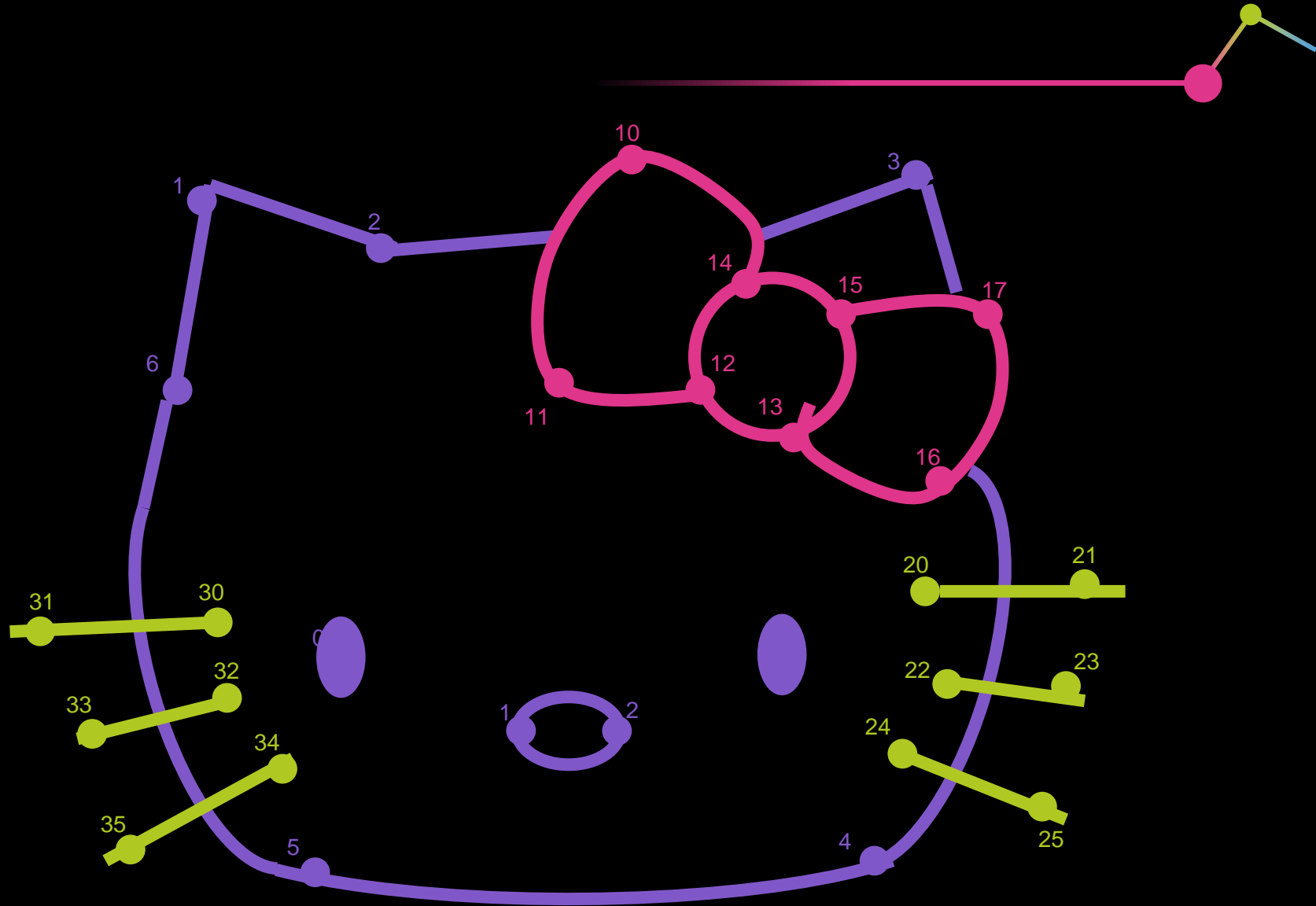
A Real-Life Customer Story...



Data Resides in Many Different Places



Remember?



Challenges



Collecting the data



Understand who the customers are



Discover the contact reason



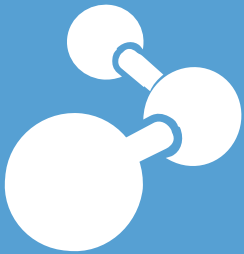
Analyze unstructured data



Find optimization opportunities

NICE Customer Engagement Analytics merging Interaction Analytics, Transactions Analytics, Desktop Analytics and Customer Feedback, leveraging Big Data technology to uncover the Cross-Channel customer journey and analyze...

Customer intent



Customer Journey

What was said



Interaction Analytics

What was written



Direct Customer Feedback

What was done



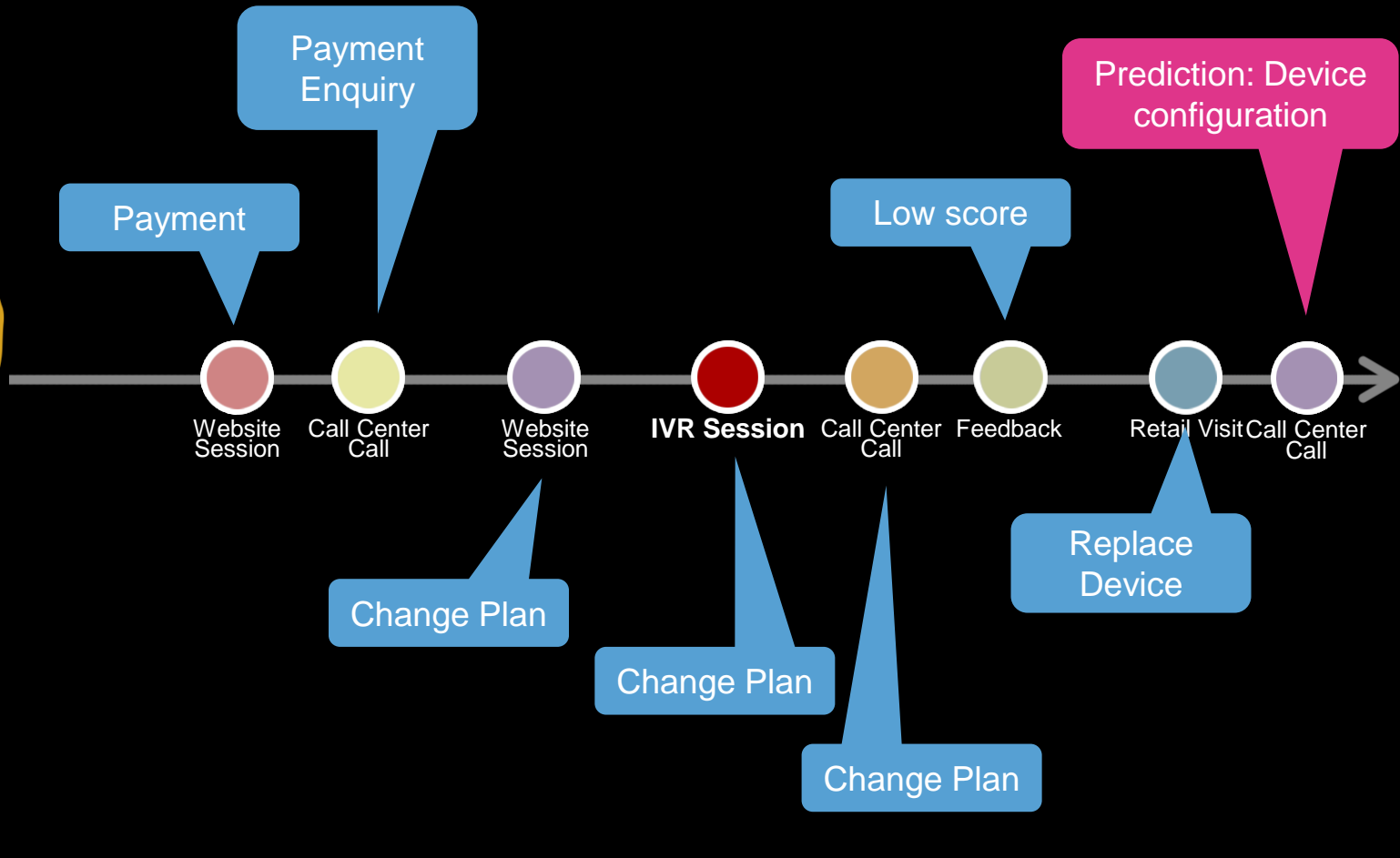
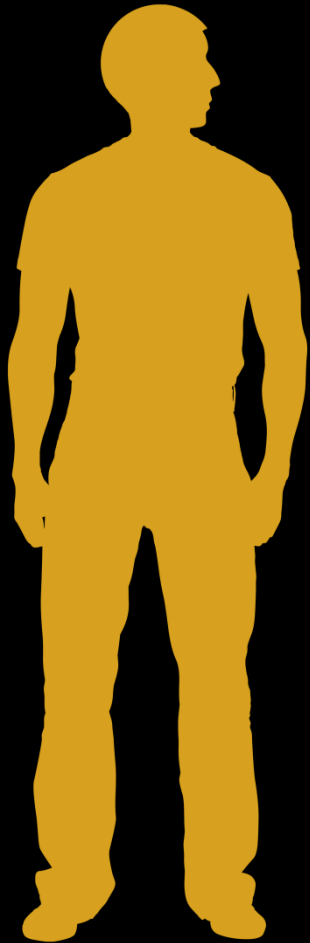
Desktop Analytics, Contact Analytics

Pre-Processing

Party Resolution

Analytic Engines

Advanced BI



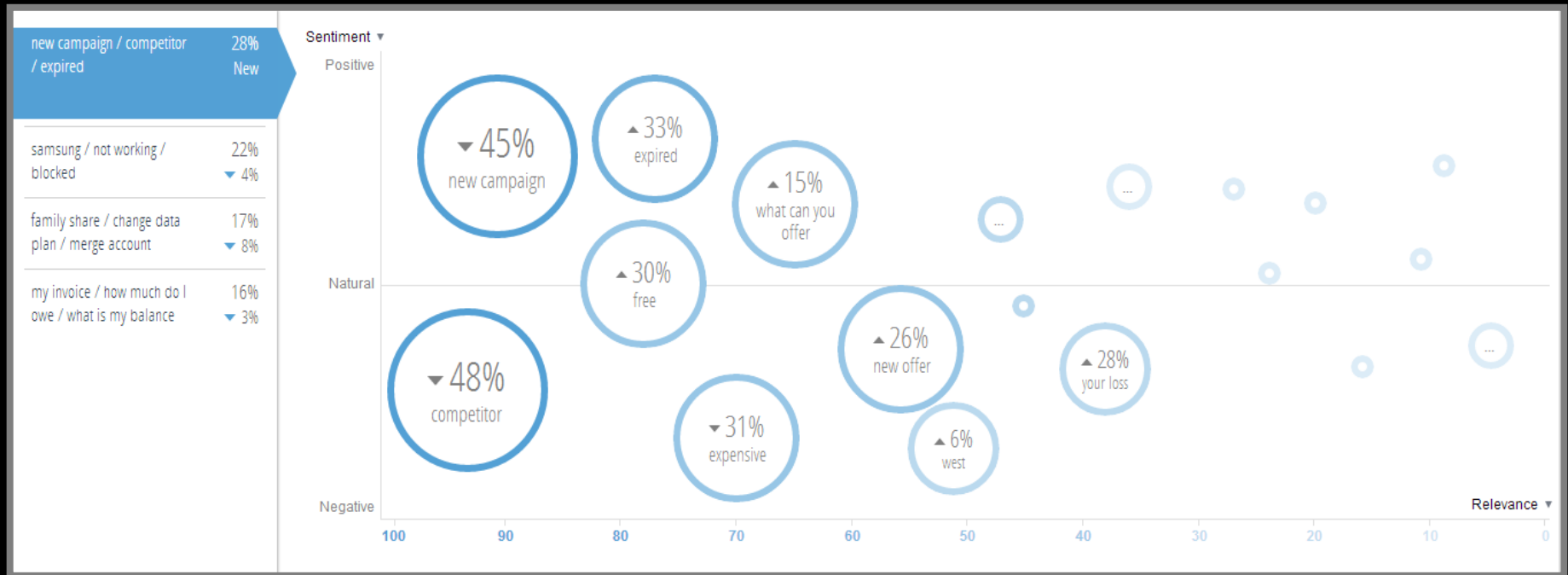
Identity what people are talking about

Pre-Processing

Party Resolution

Analytic Engines

Advanced BI



Analyze your BIG DATA

Pre-Processing

Party Resolution

Analytic Engines

Advanced BI



Customer Engagement Analytics

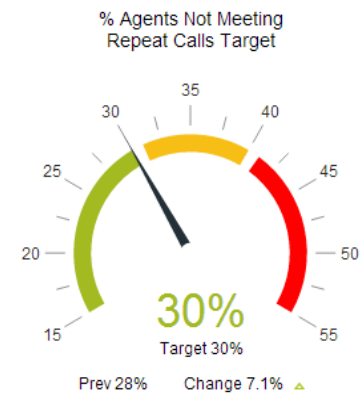
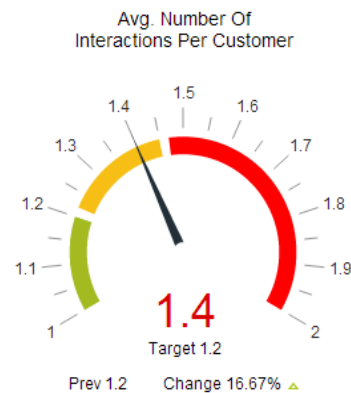
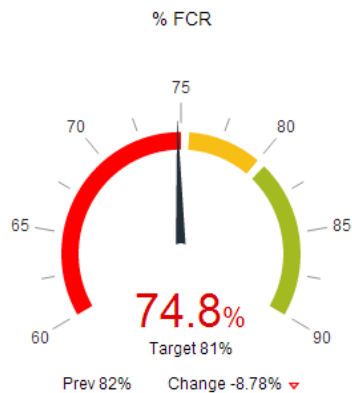
Joe Williams



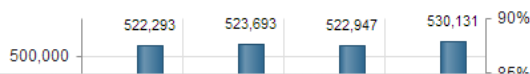
Recent Dashboard | Edit & Settings | New Dashboard | Save as | Delete

Call Volume Reduction Analysis - General

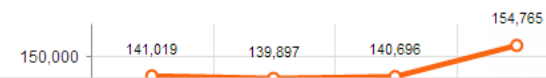
Weekly Repeat Calls KPI's



Weekly Calls & FCR Trend



Call Volume by Topic



Key Benefits



Increase Operational
Efficiency



Improve Customer
Experience



Grow Revenues



Compliance

**THANK
YOU**

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