

# CXone OMNICHANNEL ROUTING

Give customers digital-first experiences—  
how they want, when they want.

Make experiences *flow*

## About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.



# ENGAGE CUSTOMERS WITH **THE RIGHT RESOURCE** ACROSS ANY CHANNEL

Empower your agents to create extraordinary customer interactions across any channel with NICE CXone Omnichannel Routing, our contact routing and interaction management suite. Gain business flexibility by quickly deploying agents anytime, anywhere for maximum operational flexibility and adding channels easily, no delay. Implement routing, and interactive voice response changes in hours, not days or months.

Take advantage of skills-based Omnichannel Routing and Universal Queue for inbound and outbound voice, as well as 30+ digital channels including:

- Chat
- Text / SMS
- Social monitoring
- Email
- Extensible work items
- Messaging such as WhatsApp, Facebook Messenger, Twitter Messaging, and Viber

# NICE CXone **OMNICHANNEL ROUTING**



**CXone  
AUTOMATIC CONTACT DISTRIBUTOR**  
Voice and 30+ Digital Channels



**CXone  
INTERACTIVE VOICE RESPONSE**  
Seamlessly Integrated Voice Portal / IVR



**CXone  
PERSONAL CONNECTION**  
Blended Inbound / Outbound

CXone Omnichannel Routing quickly routes interactions to the right agent with the right skillset and proficiency in the right channel. It presents consolidated, easy-to-use interfaces for agents, supervisors and administrators. It seamlessly integrates with leading CRM solutions and can be deployed in a matter of days. NICE CXone is the only cloud contact center vendor recognized as a market leader by Gartner, Forrester, Ventana Research, Ovum, DMG, Frost and Sullivan and IDC.

# CUSTOMERS DECIDE, AGENTS PROVIDE

Let customers choose how they communicate with you, and then give them an awesome experience without missing a beat. CXone Omnichannel Routing provides your agents with full customer context, sentiment and cross-channel interaction history with an integrated Customer Card—powered by optional pre-built CRM integrations—all in one consolidated agent desktop.

By connecting information in your automatic contact distributor with customer data, agents can be ready to handle large contact volumes quickly and efficiently, while personalizing each interaction to increase customer satisfaction.

# EMPOWER AGENTS TO BE CUSTOMER EXPERIENCE MASTERS

Turn agents into omnichannel experience masters with Omnichannel Session Handling. Increase agent productivity and empower them to handle multiple customer interactions concurrently.

Agents can switch or add channels to ongoing interactions to improve customer satisfaction with higher First Contact Resolution (FCR). Now you can give agents better tools and more options, making it easy for them to provide an effortless customer experience.



I'm really excited that we now offer omnichannel for our customers including phone, email, and chat. We're maximizing our competitive advantage with NICE CXone.

Angie Luckey-Succes  
Landauer



We chose NICE CXone because of its scalability, omnichannel functionality, and ease in configuring and upgrading the system.

Donna Zeigler  
AAA Central Penn



## DELIVER EXTRAORDINARY OMNICHANNEL EXPERIENCES

Give customers personalized service—when and where they need it.

- Increase customer satisfaction—and First Contact Resolution (FCR) rates
- Connect each customer to the best resource to provide personalized service while reducing effort, frustration, and Average Handle Time (AHT)
- Increase revenue through streamlined, targeted and personalized customer support with a higher Customer Lifetime Value (CLV) and lower cost per interaction
- Lower abandon rates through optimized routing, reduce time in queue and add callback options when call volumes are unexpectedly high
- Outpace the competition by quickly adding 30+ digital channels to support changing customer preferences and expectations

## TURN YOUR CONTACT CENTER INTO A PROFIT CENTER

Unify inbound and outbound omnichannel interactions, increase agent utilization, and enable proactive outreach.

- Increase customer satisfaction through better customer service and proactive outreach
- Dramatically improve agent productivity and list penetration
- Reach higher connect rates with our “no-pause” dialer
- Increase collection rates
- Grow revenue with proactive cross-sell and upsell opportunities
- Maximize agent efficiency and minimize abandons using no-pause dialing and our patented pacing algorithm

# GAIN BUSINESS SPEED AND FLEXIBILITY

Quickly deploy agents anytime, anywhere and implement contact routing and IVR changes faster.

- Support the flexibility your business requires
- Implement changes in hours, not days or months
- Empower business users to adjust the routing process
- Reduce time to deploy new contact center channels and routing rules
- Save time and avoid duplication with quick and easy resource configuration and maintenance
- Simplify routing flow administration for all channels, including voice self-service, in one visual, user-friendly interface
- Implement and test changes to ensure your routing workflow is complete and correct
- Set up agents anytime, anywhere: in the contact center, at a branch location, or working from a home office
- Empower every contact center user with the right interface for their role—including agents, supervisors and administrators

# MEET YOUR AGENTS' NEW BEST FRIEND

MAX (My Agent eXperience) helps you personalize and streamline customer interactions across virtually any channel through a user-friendly, context-sensitive interface.

- Empower all agents to handle digital interactions by combining a digital inbox for over 30 channels with voice controls in one digital-first interface
- Boost customer satisfaction by empowering agents to customize each interaction, in any channel, with customer context at their fingertips
- Empower agents to focus on the customer, not on the tool, while personalizing interactions with customer data and cross-channel interaction history
- Improve agent productivity and performance by enabling them to handle multiple digital interactions plus a voice call—all at once
- Increase agent satisfaction by supplying all the tools they need, in one place
- Allow supervisors to monitor, (whisper) coach, barge, and takeover interactions when needed, using the Supervisor interface
- Increase First Contact Resolution (FCR) by empowering agents to elevate a single customer contact to an omnichannel session

# NO MATTER WHERE THE EXPERIENCE STARTS



Be first and stay first in your industry with NICE CXone, the world's #1 cloud customer experience platform.

Now you can power expectation-defying experiences for your customers and employees using the first and only platform that unifies best-in-class Customer Analytics, Omnichannel Routing, Workforce Engagement, Automation and Artificial Intelligence—all built on an Open Cloud Foundation. With CXone, moving faster and working smarter becomes your first advantage.

Only CXone delivers one unified experience, on one cloud native platform, along one proven path—all from one leader.

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Complete CXi platform for every journey

