NICE · nexidia

CUSTOMER JOURNEY ANALYTICS
POWERFUL ANALYTICS TO UNDERSTAND AND SHAPE YOUR OMNICHANNEL CUSTOMER EXPERIENCE

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.

www.nice.com

Every consumer has a story. Every story has a journey. That journey details the joys and pains that each of your customers experience when interacting with your brand.

Today's consumers navigate through complex journeys across a growing number of channels. They bring a variety of motives and expectations to each interaction. Visibility into how these interactions connect, overlap and influence the customer experience is a struggle for most organizations.

Your customers want you to know their story. Their stories can only come to light when brands synthesize and understand customer journeys across channels and over time. Shaping the customer journey into best-in-class customer experiences requires a holistic approach to advanced analytics.

NICE Nexidia's Customer Journey Analytics delivers powerful omnichannel analytics that bring your customer's stories to life.

Customer Journey Analytics

shapes disparate, multichannel customer data into seamless, effortless experiences through customer journey analytics. Utilizing all of your existing structured and unstructured data, Customer Journey Analytics automatically maps every touchpoint and every turn your customers take to provide an end-to-end view of their journey. With the consolidated, holistic view of the customer experience using Customer Journey Analytics, brands can:

- Turn siloed data into actionable insights;
- Identify cross-channel pain points, reducing customer effort;
- Share and understand the customer story at every touchpoint;
- Measure the quality of the customer experience proactively;
- Predict the likelihood of problematic customer outcomes with AI-powered analytics.
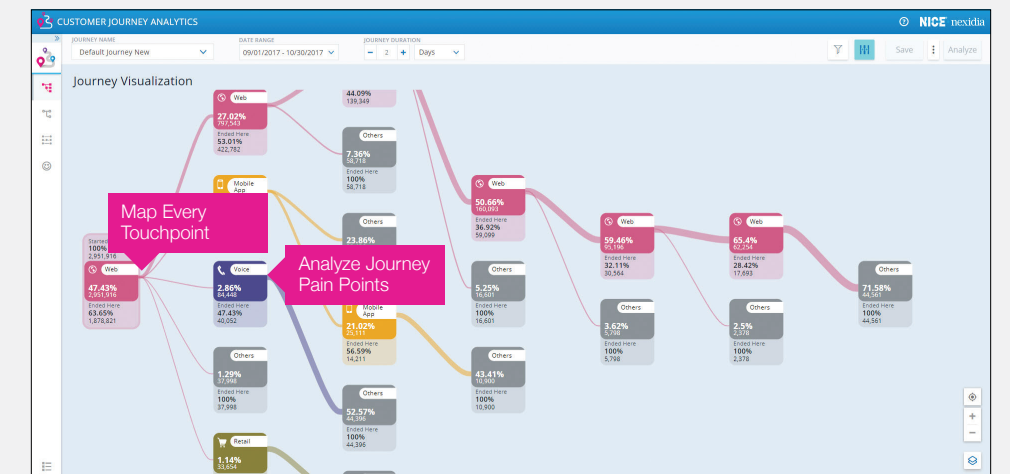
Analytics is not something you buy; it is something you do. Turning big data into insight-driven experiences requires that you build analytics into the very core of your business. Whether you're just getting started or already well on your way, Customer Journey Analytics meets you where you are to jump-start – or advance – your comprehensive analytics program. Increase the value of your analytics efforts in a stepwise fashion as you add additional channels and as you increase the sophistication of your analytics program. Put all of your data to work for you with the most powerful customer engagement analytics framework available today.

Why NICE Nexidia?

ACCELERATE TIME TO INSIGHT

Integrated AI cuts through the noise to automatically surface key insights and dramatically reduce the time it takes to uncover and act upon the root causes of problematic journeys.

DEMOCRATIZE ANALYTICS

An intuitive user interface eliminates analyst bottlenecks by enabling less "tech-savvy" business users to take advantage of advanced analytics, resulting in faster decision making.

BUILT FOR FLEXIBILITY AND SCALE

Customer Journey Analytics potentially connects and analyzes millions of disparate datapoints at the scale of your business to accelerate the transformation of customer data into business insights. Integrated business intelligence provides limitless flexibility for analysts to leverage your data across all your contact channels.

DEPLOY WITH NEXIDIA ANALYTICS

The only solution in the market that provides both macro level journey analytics and micro level interaction analytics across all of your structured and unstructured data.

INDUSTRY LEADERSHIP

Customer Journey Solutions has been recognized as a leader in the Journey Visioning and Journey Orchestration Forrester Waves for 2017 and 2018.

NICE Nexidia makes connections smarter by enabling your brand to organize, analyze and shape every multichannel customer journey:

- **Organize your data:** Gather and connect customer identities and interactions across every touchpoint to form a 360° view of every customer;

- **Analyze customer behavior:** Discover and investigate shifts in behaviors and key interaction patterns to understand the root causes behind negative interactions;

- **Shape omnichannel journeys:** Utilize the Journey Excellence Score to measure omnichannel quality and proactively surface key insights to troubleshoot problematic business processes.
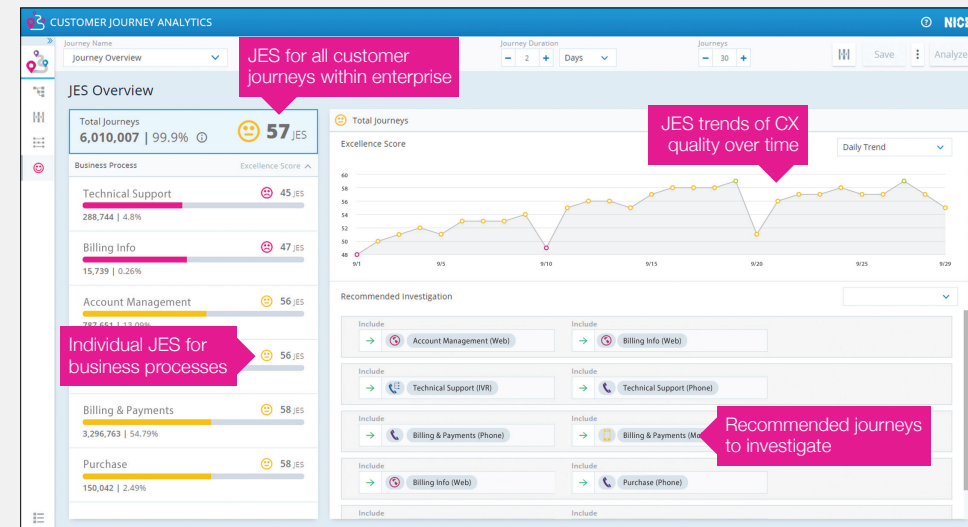
" Customer Journey Analytics provides powerful visibility into the multi-faceted interactions we have with our customers. It's transforming the way we analyze those interactions to diagnose and resolve problems, and identify opportunities to improve our customers' experiences."

– BRYAN HAAS, HEAD OF CUSTOMER EXPERIENCE STRATEGY, WESTERN UNION

Making Connections. Smarter.

Measure the quality of your customer experiences with the Journey Excellence Score.

To manage the customer experience, you must measure the customer journey. Customer Journey Analytics delivers on the promise of omnichannel analytics with our innovative new metric, the Journey Excellence Score (JES). At every interaction, be it call, web or mobile session, email, chat or even a store visit, Customer Journey Analytics aggregates and analyzes all of your data to measure customer experience across all touchpoints. The result is a score between 0 and 100, where a higher score indicates a more positive customer experience across that journey. The Journey Excellence Score is derived by combining customer sentiment & survey scores with hundreds of attributes from multi-touchpoint interactions. Leveraging AI and machine learning, the Journey Excellence Score predicts how likely a specific journey will trigger a complaint or cancellation – and then tells you where the issues lie. With this quantitative evaluation, you can quickly get to the root causes of negative customer experiences, reduce unnecessary call volumes, uncover journey bottlenecks, and delight customers with seamless journeys.

The complete NICE Nexidia Customer Engagement Analytics portfolio

NICE Nexida's Customer Engagement Analytics framework is the most comprehensive approach to customer analytics available today, delivering full spectrum business insights for best practice customer experiences across your entire organization.