



VoiceProducts
800.466.1152



CXone Mpower Proactive AI Agent

Anticipate customer needs
before they arise

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CXone Mpower Proactive AI Agent anticipates customer needs before they arise, navigates complex journeys, and delivers AI-powered, fully automated experiences for 90%+ of interactions. Unlike typical AI-powered virtual agents that have limited proactive capabilities and rely on handoff to a human agent for resolution, Proactive AI Agent preemptively engages all relevant customers in long-duration conversations across every industry sector, escalating to human agents only when necessary. With over 30 use cases available out-of-the-box, Proactive AI Agent is integrated into CXone Mpower, the industry leading CX platform, for faster implementation and time to value without siloes or disparate workflows, providing a seamless and complete experience.

TRUE, DEDICATED PROACTIVITY

*Intelligent and targeted
customer outreach*

- Engages each customer in a single, continuous conversation throughout their journey
- Enables customers to share their needs effortlessly, without requiring a call or channel switch
- Removes assumptions, saving time and effort by understanding customer needs directly
- Aligns customer context and business objectives for seamless engagement

MULTI-CHANNEL ENGAGEMENT, MULTI-INDUSTRY EXPERTISE

ROI at scale

- Applies conversation guardrails that prevent excessive or miscommunication
- Reduces customer effort by meeting them on their channel of choice
- Improves CSAT with industry-specific use cases
- Collects and formats data to automatically feed back into client systems, keeping customer records fully up-to-date

FULL DYNAMIC JOURNEY AUTOMATION

Across days, weeks, months, or years

- Automates 90%+ of conversations, eliminating incremental inbound traffic
- Automates multi-channel journeys, including extended interactions lasting months or years
- Facilitates intelligent handoffs to human agents when needed, for high-value activities
- Extracts intents from each customer response and drives the conversation according to business workflows

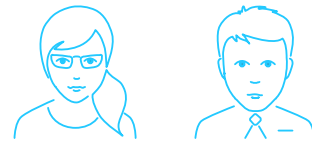
KEY FEATURES

- Provides seamless, omnichannel engagement: text, email, webform, and voice
- Facilitates open and frictionless asynchronous conversations across the entire journey
- Identifies the best possible conversation paths based on use case and industry
- Initiates, orchestrates, and completes intelligent conversations
- Confirms and records customer interaction outcomes for complete client visibility
- Enables customers to communicate in their own words using natural, everyday language

BENEFITS

- Increases CSAT and NPS metrics
- Improves operations performance and efficiency
- Enhances customer service and customer experience
- Fosters customer loyalty and retention
- Reduces friction across end-to-end customer experience
- Boosts operational cost efficiency

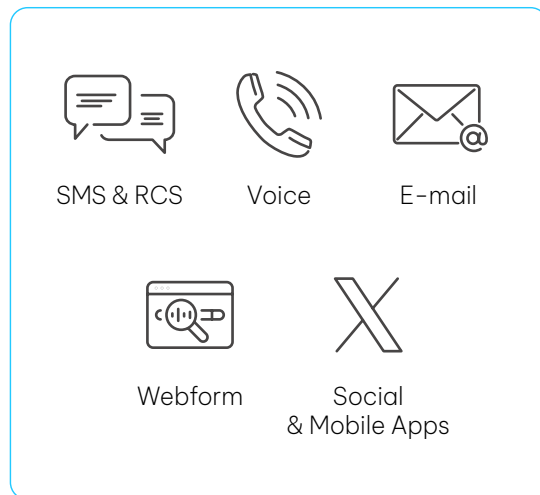
Proactive engagement across any industry, any channel.



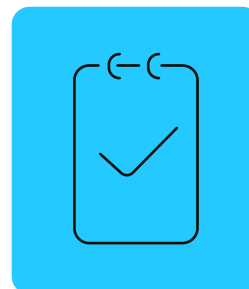
Customers



Those who engage with an AI Agent



90%
Complete their journey without a human agent



TELCO AND SERVICE PROVIDER

- Appointment Agent
- Billing & Collections Agent
- Churn Reduction Agent
- Early Life Management Agent
- Migrations Control Agent
- Post-Appointment Agent
- Outage Management Agent

HEALTHCARE

- Appointment Agent
- Transportation Services Agent
- Medical Equipment Supply Coordination Agent
- Education & Prevention Agent
- Enrollment Agent

FINANCIAL SERVICES

- Billing & Collections Agent
- Credit Card Activation Agent
- Loan Application Agent

GOVERNMENT

- SNAP/TANF/EBT Enrolment & Renewal Agent
- Medicaid Enrolment & Renewal Agent
- Disability Management Agent

EDUCATION

- Student Application Agent
- Student Enrolment Agent
- Student Management Agent

SECURITY

- Alarm Control Agent
- Incident Control Agent

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.



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