NICE Systems (NASDAQ: NICE) is the leading provider of Insight from Interactions™, offering comprehensive performance management and interaction analytics solutions for the enterprise and public safety and security markets. Advanced interaction analytics are performed on unstructured multimedia content—from telephony, web, radio and video communications. NICE brings the power of insight from interactions to IP contact centers, branches, and command and control centers. NICE’s solutions are changing the way organizations make decisions, enabling them to proactively improve business and operational performance and address security threats. NICE has over 24,000 customers in 100 countries, including over 75 of the Fortune 100 companies. More information is available at www.nice.com.

On its introduction in 2004 NICE Perform™ immediately became the acknowledged benchmark solution for enterprises demanding the best, most advanced and inclusive solutions for contact center performance management and analytics. NICE Perform is continuously evolving to meet the unique business needs of every organization, and provide stakeholders with critical business insights. It offers a complete solution for enterprises and contact centers, whatever technology, infrastructure, and organizational technique they employ.
Every day, millions of vital business interactions take place around the world as organizations interact with customers, employees, contractors, and vendors. These interactions take place across multiple channels and in various formats. NICE Perform extracts the value hidden within these unstructured multimedia interactions, enabling customers to get real-time feedback on core business issues such as “Did our representatives adequately answer your complaint?” and “Do you want another representative to call back and address this or another question?” This helped the company meet its goals while improving customer service.

Driving business in a contact center
A major credit collection call center sought new ways to maximize agent productivity and increase dollars collected, while ensuring a high level of service. The company used a combination of NICE Perform speech analytics and coaching to gather vital information that agents were able to use in real-time to improve their negotiation skills when securing customers’ promise to pay. The company also focused on identifying best-practice interactions and using them as examples to drive quality and performance improvements. With NICE, they implemented NICE Perform which included advanced speech analytics, call-flow analysis, and coaching. This allowed them to gather data, use the best training materials and share it with agents.

Getting greater value to all stakeholders
Using NICE analytics, stakeholders obtain a single view of all key Performance Indicators (KPIs) as well as the ability to view customer intent and identify current and future trends early enough to make proactive management of challenges, opportunities, and changes.

NICE Perform analyses the information hidden within multimedia interactions to provide invaluable insight throughout the enterprise, from the Contact Center and Business Intelligence to Customer Service, Marketing and E-Commerce, Product Development, and Finance.

NICE solutions are used successfully by leading players in a variety of key market segments, including banking and insurance, finance, healthcare, telecommunications, retail, transportation and travel and others. NICE enables enterprise customers to capitalize on these data and analyze vital unstructured interactions, providing valuable information to drive performance in a variety of areas:

• Improve quality management
• Strengthen customer loyalty
• Understand customer intent and behavior
• Analyze campaign awareness and effectiveness

GAINING FROM THE INDUSTRY’S MOST COMPLETE SOLUTION
NICE Perform is a central part of the total NICE offering for the Contact Center and the Enterprise Through an integrated solution, NICE Access Performance Management (also available as independent modules), NICE Perform offers the broadest spectrum of enterprises and contact centers:

• A comprehensive view of the contact center business performance
• The best-in-class modules and services
• Addresses the full business spectrum – from operational to strategic
• Operates on any telephony environment – VoIP, TDM and Hybrid
• Open solution architecture to protect and maximize existing investments
• Lower Total Cost of Ownership

USER CASE EXAMPLES
Growing productivity and efficiency in a multi-site environment
One of the largest multi-site financial services providers is employing a major transformation across its contact centers designed to dramatically improve service to their members, manage resources and reduce costs. Together with NICE, they implemented NICE Perform which included advanced speech analytics, call-flow analysis, and coaching. This solution achieved a major business impact – revenues productivity rose by more than 55%, call handling efficiency by 2.5% (three seconds per call) and first call resolution improved, leading to an annual cost savings in excess of $300k. Increasing productivity and efficiency in a multi-site environment

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Amending marketing campaign to regain a competitive edge
A small firm, specializing in direct sales via web and telephone, found in early testing that its marketing campaign was not reaching its goals. The campaign did not reach its goals. With NICE Perform, the firm implemented NICE Perform which included advanced speech analytics, call-flow analysis, and coaching. This solution achieved a major business impact – revenues productivity rose by more than 55%, call handling efficiency by 2.5% (three seconds per call) and first call resolution improved, leading to an annual cost savings in excess of $300k.

Ensuring customer satisfaction in a healthcare organization
NHA requirements are extremely important to healthcare organizations in the US. A leading provider of legal requirements for NHA, the management at this healthcare organization used NICE Perform post call surveys, implementing them with just two questions: “Do you feel that your representative was competent?” and “Do you want another representative to call back and address this or another question?” This helped the company meet its goals while improving customer service.

Driving business in a collective call center
A major credit collectors call center sought new ways to maximize agent productivity and increase dollars collected, while ensuring a high level of service. The company used a combination of NICE Perform speech analytics and coaching to gather vital information that agents were able to use in real-time to improve their negotiation skills when securing customers’ promise to pay. The company also focused on identifying best-practice interactions and using them as examples to drive quality and performance improvements. With NICE, they implemented NICE Perform which included advanced speech analytics, call-flow analysis, and coaching. This allowed them to gather data, use the best training materials and share it with agents.

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USER CASE EXAMPLES
Gaining productivity and efficiency in a multi-site environment
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Utilizing unique multi-dimensional analytics, NICE Perform today. It provides an integrated solution for Quality, Regulatory Compliance, Workforce Management, and Enterprise Performance Management (also available independently). NICE Perform offers the requirements of a broad spectrum of enterprises and contact centers:

- A comprehensive view of the contact center business performance
- The best in-class analysis and services
- Addresses all the business spectrum - from operational to strategic
- Operate on any telephony environment - 100% TDM and IP
- Open architecture approach to protect and maximize existing investments
- Lower Total Cost of Ownership

STAKEHOLDERS GAINING FROM THE INDUSTRY’S MOST COMPLETE SOLUTION

NICE Perform is a central part of our total NICE offering to the Contact Center and the Enterprise - through complete Performance Management (also available independently). NICE offers the requirements of a broad spectrum of enterprises and contact centers:

- A comprehensive view of the contact center business performance
- The best in-class analysis and services
- Addresses all the business spectrum - from operational to strategic
- Operate on any telephony environment - 100% TDM and IP
- Open architecture approach to protect and maximize existing investments
- Lower Total Cost of Ownership

USER CASE EXAMPLES

Increasing productivity and efficiency in a multi-site environment

One of the largest multi-site financial services providers is executing a major transformation across its contact centers, designed to dramatically improve service to its members, streamline processes and reduce costs. Together with NICE, they implemented NICE Perform which included advanced speech analytics, call flow analysis, and coaching. This solution achieved a major business impact - workforce productivity rose by more than 50%, call handling efficiency by 2%, the average call time and call abandonment improved, leading to an overall cost saving in excess of $200k.

Analyzing marketing campaign to regain a competitive edge

A small firm, specializing in direct sales via the web and telephone, increased its monthly revenue by a factor of 10. They identified that the campaign did not reach its goals. By using NICE Perform with the call center’s interaction analysis tools, including speech analytics, to discover that a competitor’s call flow was more satisfying to the customer when responding to the campaign. A quick investigation revealed the competitor was offering a new generated product at a lower price. The campaign was modified and the goals were met.

DRIVING BUSINESS PERFORMANCE

Today’s organizations are increasingly finding ways to improve performance, enhance customer loyalty, and increase revenue. This requires a comprehensive approach to incorporating analytics, technology, and operational excellence. With increasing competition, technology-aware regulatory requirements, overwhelming amounts of data available from multiple systems as well as the need to thrive and dominate global markets. Every day, millions of vital business interactions take place around the world – interactions with customers, employees, contractors, and vendors. These interactions take place across multiple channels and in various formats.

NICE’s Perform extracts the value hidden within these unstructured multimedia interactions, allowing us to make sense of data from other sources, and provides enterprise decision makers, contact center managers and agents with powerful insights into their customer base.

NICE offers enterprise the most advanced solutions for complex contact center management and analytics today. It provides an integrated solution for Quality, Regulatory Compliance, Workforce Management, and Enterprise Performance Management (also available independently). NICE’s Perform offers the requirements of a broad spectrum of enterprises and contact centers. NICE solutions are used successfully by leading enterprises in a variety of key market segments, including facilities management, Healthcare, Financial Services, Retail, Transportation, and others.

NICE’s solutions enable enterprise customers to capture, store and analyze vital unstructured interactions, including telephone conversations, to provide value throughout the enterprise.

NICE’s multi-dimensional analytics: NICE’s Perform solution provides multi-dimensional analytics of a wide variety of interactions, a broad and advanced engine process the data and generate powerful analytics that address a variety of business objectives. State-of-the-art visualization techniques enable analysts and executives to quickly and easily identify trends, deviations and situations requiring immediate actions.

NICE’s Enterprise Performance Management solution is a comprehensive, consolidated view of the contact center business at all levels.

Every minute, millions of interactions take place across a variety of key market segments, including facilities management, Healthcare, Financial Services, Retail, Transportation, and others. NICE solutions enable enterprise customers to capture, store and analyze vital unstructured interactions, providing valuable insights to drive performance in a variety of areas:

- Improve quality management
- Strengthen customer loyalty
- Understand customer intent and behavior
- Analyze customer awareness and efficiencies
- Maximize cross- and up-selling opportunities
- Gather non-traditional information on products and services
- Collect market information on competitors
- Ensure compliance and reduce risk
- Review and refine business processes
- Enhance Fraud detection

Getting greater value to all stakeholders

NICE solutions deliver the unique value of NICE’s multi-dimensional analytics, providing analytics of interactions, across the enterprise, to enhance decision making. NICE’s Enterprise Performance Management solution enables enterprise customers to capture, store and analyze vital unstructured interactions, providing valuable insights to drive performance in a variety of areas.

- Improve quality management
- Strengthen customer loyalty
- Understand customer intent and behavior
- Analyze customer awareness and efficiencies
- Maximize cross- and up-selling opportunities
- Gather non-traditional information on products and services
- Collect market information on competitors
- Ensure compliance and reduce risk
- Review and refine business processes
- Enhance Fraud detection

We are always looking for advanced capabilities that NICE Perform enables us to use for different functional areas such as customer management and agent management, to improve our overall business. For example, NICE’s Analytical Solutions help us identify trends, enable us to better respond to customer feedback, and to better understand our customers’ needs.

“NICE’s multi-dimensional analytics has enabled us to significantly improve our customer satisfaction. We have seen a 25% increase in customer satisfaction scores since we started using NICE’s solution. This has allowed us to achieve our goal of providing our customers with a differentiated and personalized experience.”

NICE Perform is a comprehensive, consolidated view of the contact center business at all levels. It provides enterprise customers with the ability to quickly and easily identify trends, deviations and situations requiring immediate actions.

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Every day millions of vital business interactions take place around the world: organizations interact with customers, employees, contractors, and vendors. These interactions take place across multiple channels in various formats. NICE Perform extracts the value hidden within these unstructured multimedia interactions: it transforms it with data from other sources, and provides enterprise decision makers, contact center managers and agents with powerful insights into their customer base.

NICE offers enterprises the most advanced solutions for capturing, storing and analyzing vital unstructured interactions, around the world, as organizations interact with customers, globally.

NICE solutions are used successfully by leading players in a variety of areas:

• Finance, healthcare, telecommunications, retail, transportation, insurance, travel, and hospitality.

The NICE solution architecture allows integration of data across the enterprise, including call center, e-mail, messaging, chat, social media, and other systems. NICE Perform delivers a comprehensive, consolidated view of the contact center at every level.

GAINING MORE VALUE FROM EVERY INTERACTION

Building on an open architecture, the NICE Perform solution provides multi-dimensional analytics of a wide variety of interactions across a range of industries, from contact centers to trading floors. The data and the powerful analytics that address a variety of business issues.

• Understand customer intent and behavior
• Link campaign awareness and effectiveness
• Ensure compliance and reduce risk
• Review and refine business processes
• Enhance Fraud detectors

GETTING MORE VALUE FROM EVERY INTERACTION

Multi-Dimensional Analytics

NICE MULTI DIMENSIONAL ANALYTICS

Extraction

• Screen content analysis: Sophisticated analysis of screen events and extract business data from virtually any application.

• Call flow analysis: Analyzing the customer experience and identifying patterns such as "hold" and "transfer". Help agents anticipate customer intent and identify current and future opportunities and changes.

• Customer feedback: Immediate customer feedback based on screen events and extract business data from virtually any application.

• Open solution approach to protect and maximize existing investments

• Ensure compliance, reduce risk

• Review and refine business processes

• Enhance Fraud detectors

We are excited about the advanced capabilities that NICE Perform provides and no other differentiation our company and strengthen our competitive positioning in the market, which ensures that enterprises can capture, store and analyze vital unstructured interactions, providing information to the contact center and business processes throughout the enterprise.

Marketing campaign to regain a customer's trust: RHL's operation, our technology and management demonstrated their commitment after five years of poor service and a loss of trust. RHL's CEO, John W. Callahan, said, "we are excited about the advanced capabilities that NICE Perform provides and no other differentiation our company and strengthen our competitive positioning in the market, which ensures that enterprises can capture, store and analyze vital unstructured interactions, providing information to the contact center and business processes throughout the enterprise.

User Case Examples

GAINING FROM THE INDUSTRY'S MOST COMPLETE SOLUTION

NICE Perform is a central part of the total NICE offering for the Contact Center and the Enterprise. NICE Perform is an integral component of NICE's Performance Management (also available as independent modules), NICE's offering meets the requirements of a broad spectrum of enterprises and contact centers:

• A comprehensive view of the contact center business performance
• The best in class analytics and services
• Address the full business spectrum – from operational to strategic
• Operate in any telephony environment – ISDN/TDM and IP

GAINING FROM THE INDUSTRY'S MOST COMPLETE SOLUTION

Today's organizations are constantly searching for ways to maximize profitability. This quest is becoming increasingly complex, with overwhelming amounts of data available from multiple systems as well as the need to think and operate on a global scale.

Every day millions of vital business interactions take place around the world: organizations interact with customers, employees, contractors, and vendors. These interactions take place across multiple channels in various formats. NICE's Perform solution provides multi-dimensional analytics of a wide variety of interactions across a range of industries.

Utilizing unique multi-dimensional analytics, NICE Perform offers enterprises the most advanced solutions for capturing, storing and analyzing vital unstructured interactions, around the world, as organizations interact with customers, globally.
On its introduction in 2004 NICE Perform immediately became the acknowledged benchmark solution for enterprises demanding the best, most advanced and inclusive solutions for contact center performance management and analytics. NICE Perform is continuously evolving to meet the unique business needs of every organization, and provide stakeholders with critical business insights. It offers a complete solution for enterprises and contact centers, whatever technology, infrastructure, and organizational technique they employ.

The NICE Perform business portal provides each user with a summarized, fully personalized view of the main activities of the contact center.

The Business Analyzer provides users with an efficient tool for searching for, evaluating and calibrating interactions, following customer feedback and creating coaching packages.

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NICE PERFORM™
DRIVING BUSINESS PERFORMANCE IN THE CONTACT CENTER AND ENTERPRISE

"This technology (NICE Perform) really helps us to get at the heart of what our customers are thinking and feeling. We can be more proactive with our business and identify customer needs more efficiently. From a QA standpoint, we can track where we need additional training and then provide just-in-time training. NICE Perform has saved time and increased the productivity of my staff." Sandy Bartlett, Assistant Vice President of Quality Assurance for Saxon Mortgage Services