

CXONE FOR RETAIL

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.





CREATE CUSTOMERS FOR LIFE

Your customers expect easy interactions and seamless omnichannel journeys. Give customers fast answers that increase conversions and effortless resolution with the industry's leading AI-powered customer experience platform.

NICE CXone provides a complete suite of CX applications on an AI-powered platform to automate, orchestrate, and elevate every touchpoint with your brand. Ensure every interaction improves brand reputation, drives employee engagement, and creates customers for life.



SIMPLER, EASIER CUSTOMER EXPERIENCES

NICE CXone is the only customer experience platform to elevate customer experience interactions (CXi) for your brand, your employees, and the customers you serve.

CXone provides a complete suite of CX applications on an AI-powered platform to automate, orchestrate, and elevate every touchpoint. Ensure every interaction improves brand reputation, drives employee engagement, and raises customer satisfaction.

Only CXone delivers connected, intelligent, and complete customer experience interactions, ensuring fast and frictionless consumer journeys, empowering employees to deliver fast and accurate resolution, and providing insights and tools necessary to automate and continually improve the entire customer experience.

ELEVATE SHOPPING EXPERIENCES, ONE INTERACTION AT A TIME



MOST COMPREHENSIVE CX PLATFORM

Deliver true omnichannel experiences across every buyer journey and touchpoint.



ADVANCED AI MACHINE LEARNING TRAINED FOR RETAIL

Understand what customers want by analyzing interactions and feedback from various touchpoints to gain insights into their preferences and needs.



EXCLUSIVE GENERATIVE AI TO MAKE EVERY INTERACTION MORE PERSONAL AND SATISFYING

Improve smart, virtual assistants and provide interactive sales and support guidance.



SOLE CX PLATFORM TO CREATE A COMPLETE CULTURE OF CARE

Use employee experience, workforce engagement, and performance management to revolutionize a new culture of care.



ONLY CX PLATFORM TO IMPROVE CUSTOMER ACQUISITION & RETENTION

Modernize retail operations using AI to find impactful improvements and automation to improve communication, speed, and accuracy.



FASTEST WAY TO CONVERT BROWSERS INTO BUYERS AND BELIEVERS

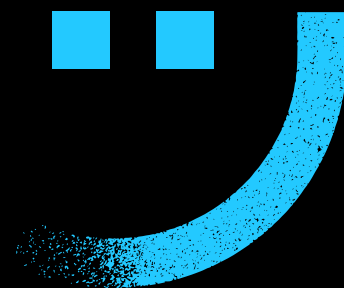
Increase SEO search, guided browsing, intelligent chat, and other smart assisted interactions.

ENHANCE CX WITH EVERY ENGAGEMENT AND EVERY JOURNEY

Any channel, one experience

Simplify interactions, elevate convenience, and deliver consistent, seamless service across your retail channels.

- Expand in-store to remote and online using voice, digital, mobile, and social media access
- Go beyond person to person to convenient self-service with curated knowledge, smart guides, and virtual assistants built for web pages, kiosks, portals, mobile apps, and ecommerce platforms. Provide customers a seamless experience for friendly and helpful conversations across all customer service channels, whether self-service or agent assisted
- Experience a comprehensive boost in performance with improved Customer Satisfaction (CSAT), increased engagement rates, higher Customer Retention, elevated Average Order Value (AOV), enhanced Conversion rates, and a greater Return on Marketing Investment (ROMI), all in one go
- Achieve favorable business outcomes with higher customer lifetime value, elevated brand value, and competitive differentiation



Culture of care

Engage your workforce to create a customer-centric culture that drives success.

- Instill company culture, product knowledge and work skills with training, quality monitoring and coaching
- Guide, measure, and incentivize the most impactful sales and support behaviors and performance achievements
- Provide agents with one integrated workspace that places managed omnichannel queues, customer histories, company data, real-time guidance, and process automation into one complete and easy to use application
- Unlock a host of advantages with KPI improvements, including reduced first response time, faster average resolution time, higher employee satisfaction, optimized employee utilization, decreased cost of service, lowered employee absenteeism, minimized employee turnover, and faster employee time to productivity
- Attain significant business outcomes through operational cost savings, increased operational efficiency, greater agility, improved employer reputation, reduced recruiting costs, higher CSAT, enhanced customer loyalty, and increased advocacy





Turn browsers into buyers and believers

AI delivers greater personalization, and streamlines operations, to retail experiences.

- Use retail-trained AI to identify and automate process improvements
- Employ conversational AI and task automation to inform, guide and facilitate sales and support associates
- Utilize generative AI to monitor and orchestrate continuously self-improving touchpoints and more personalized interactions. Leverage tools for a complete conversational AI journey – from building dialogues, intents, and labelling entities through analyzing and improving bot conversations based on historical data, to controlling and deploying new versions of the bot into production
- Maximize performance and success with enhanced KPIs, encompassing improved Customer Satisfaction increased Customer Lifetime Value, higher conversion rates, elevated employee productivity, and boosted EBITA (Earnings Before Interest, Taxes, and Amortization)

Retail at the speed of life

Rapidly adapt to evolving customer needs, delivering real-time solutions, and enhancing convenience for an unparalleled shopping experience.

- Help customers choose when, where and how they prefer to engage
- Accelerate and personalize every shopping, purchase, or support experience with ever-ready automated guides and expert associates
- Use powerful orchestration and automation tools to build personalized, full journey omnichannel touchpoints
- Maximize growth and success through elevated KPI improvements, including enhanced customer effort score, reduced customer churn rate, increased repeat purchase, expanded share of wallet, improved customer engagement (by channel), and positive customer reviews
- Experience substantial business outcomes, including improved loyalty and advocacy, increased customer lifetime value, higher conversion rates, and enhanced revenue



Streamlining Success

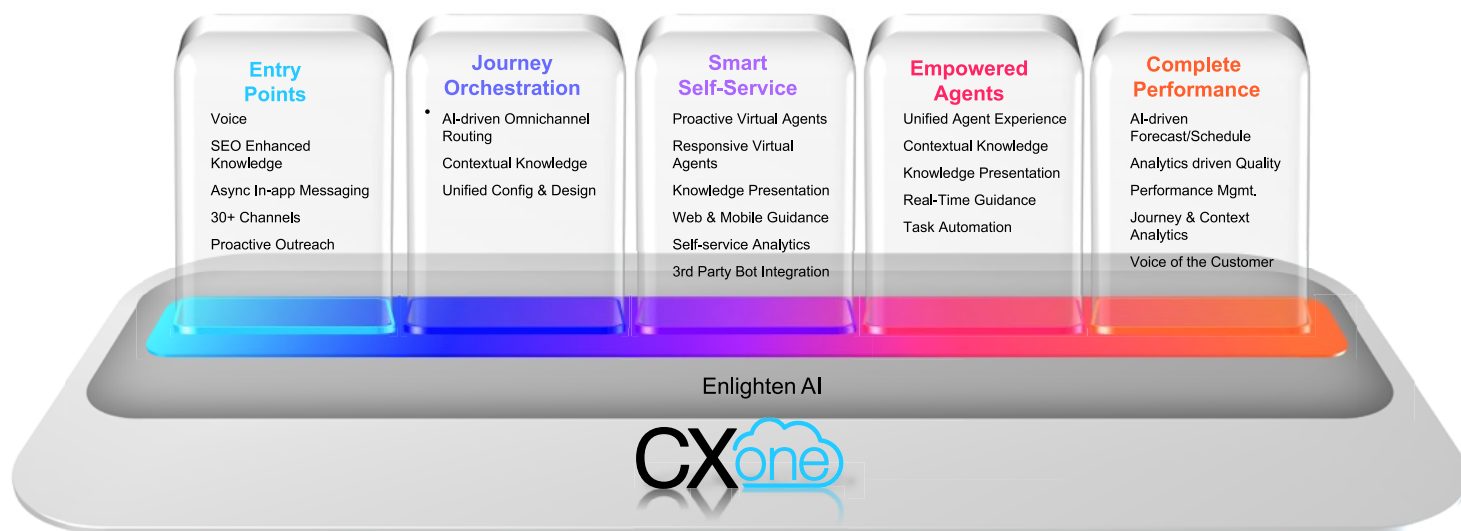
Create IT synergy, amplify customer experience, and streamline operations through seamless integrations.

- One comprehensive cloud platform built for managing CX experiences.
- Simplify using the most comprehensive, all in one CX platform of applications, services, and integration APIs
- Leverage prebuilt integrations for CRM and corporate collaboration platforms
- Unlock significant improvements in key performance indicators (KPIs) with enhanced ROI, reduced mean time between failure (MTBF), faster project delivery time, optimized cost and efficiency, increased uptime and availability, improved asset utilization, and streamlined change management
- Realize impactful business outcomes, such as improved operational efficiency, greater business agility, and enhanced scalability

Only CXone delivers customer experience interactions (CXi): **extraordinary experiences** **across the entire customer journey**

NICE CXone is a worldwide leader in AI-powered self-service and agent-assisted CX software for organizations of all sizes. Imagine the possibilities when your customers are effortlessly guided to quickly resolve their needs directly on your digital properties or matched with a well-prepared agent—every time and on every channel. Plus, with predictive analytics and embedded AI, your team can resolve issues faster, personalize each experience—and forge deeper loyalty and trust with each customer.

The most complete CX platform for every CXi journey



Connected | Intelligent | Complete

