

NICE inContact CXone Predictive Behavioral Routing

Power results with smarter connections

NICE inContact CXone Predictive Behavioral Routing is AI-powered call routing that predicts the best match between customers and agents—for smarter connections and business results. Personalize experiences by instantly pairing customers according to their personality, communication and experience preferences to drive measurable results on the metrics that matter most—backed by a **performance guarantee**.

Evolve beyond skills-based, first available routing by matching customers with individual agents to optimize business goals. Predictive Behavioral Routing connects people on a personal level—improving any outcome, including sales, cost reduction, and customer experience. Realize immediate results with effortless implementation on CXone ACD.

Hyper-personalization, at scale

Enhance the interaction for every customer.

- AI-powered Predictive Behavioral Routing understands customers' communication and experience preferences to make the best connection with an agent at the time of their call.
- Connect callers to your agents based on how well that agent traditionally performs with that caller's personality type, communication preferences, and behavioral characteristics.
- Match each customer with an agent that really "gets them"—Smarter connections enable more effortless interactions that improve the overall customer experience.

BENEFITS

- Change the way your brand engages with your customers by creating a differentiating experience
- Support more productive and positive conversations with data-driven intelligent routing
- Personalize CX to boost CSAT/ NPSat: Positive customer experiences are more likely to result in repeat customers who tell others about their experience
- Guaranteed performance/financial gain—on whatever metric matters most to you

HOW PREDICTIVE BEHAVIORAL ROUTING WORKS



When a customer calls, CXone ACD identifies the skilled pool of agents to handle the call.



Predictive Behavioral Routing looks up the customer's communication style and experience preferences, and



Identifies the skilled agent with the best predicted performance for the customer, then



Instructs the ACD to route the customer to the agent improving their experience and business outcome.

Personality-powered, smarter connections

Flex your focus on the metrics that matter.

- First-party data provider with the industry's largest proprietary behavioral database:
 - Proprietary behavioral models
 - Millions of behavioral algorithms
 - Industry's largest behavioral database
 - Significant data assets that continuously train AI
- Optimize targeted metrics of your choice. Reduce talk times, reduce callbacks, increase FCR, decrease Customer Effort—and more.
- Align call routing with key business metrics to improve CX and business results, such as lower talk time and higher CSAT (targeted goals of your choosing).

Super-charged interactions, happier agents

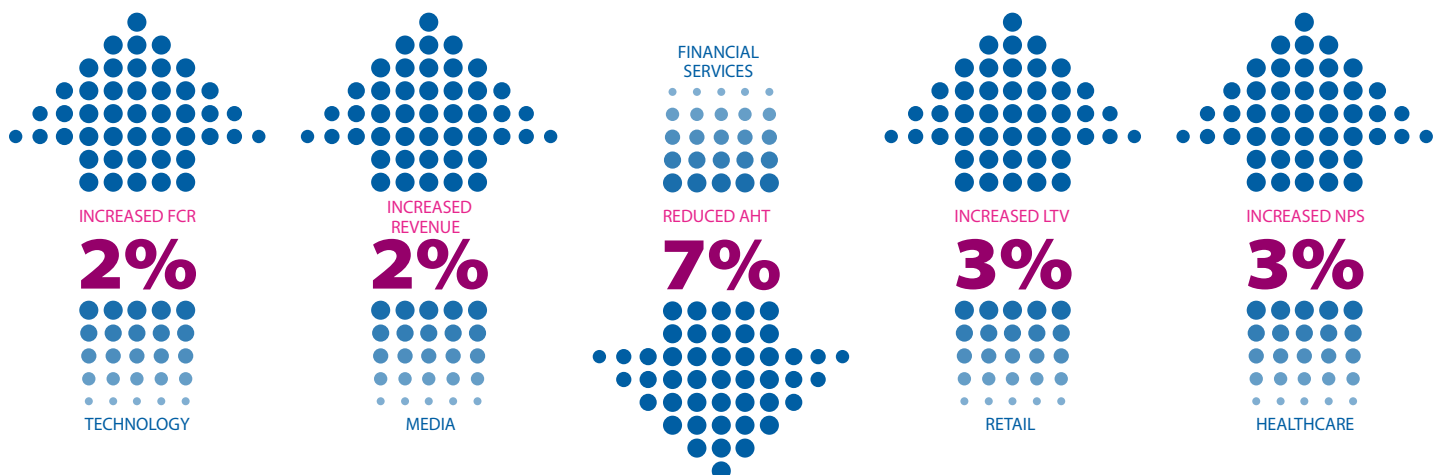
Naturally boost performance and improve agent morale.

- Automatically connect customers in real-time to the agent in the pool who has the best predicted performance for that communication style.
- Increase agent satisfaction and performance through better connections with customers.
- Accelerate ROI: Immediate improvement to business outcomes without employee change management, coaching, or training. In many cases, agents are not even aware the solution is in place until they notice an improvement in the quality of their calls.

KEY FEATURES

- The industry's largest customer behavioral database understands customers' communication style and experience preferences to route to the agent for the best connection, based on targeted business outcomes
- Intelligently pair your callers with the right agents in real time, based on targeted goals of your choosing
- Create a differentiated experience by understanding the full customer persona and intelligently routing based on the best customer-to-agent pairing
- Operationalize predictive analytics: Use the power of data to make smarter connections, including predictive CSAT/NPS or NICE Nexidia Sentiment scores
- Integrated with CXone ACD with no resources required for implementation—keeps costs low and timelines fast. The ability to automatically A/B test is built into the solution to demonstrate the benefit of making smarter connections

WHY ENTERPRISES CHOOSE PREDICTIVE BEHAVIORAL ROUTING



About NICE inContact

NICE inContact works with organizations of all sizes to create extraordinary and trustworthy customer experiences that build deeper brand loyalty and relationships that last. With NICE inContact CXone™, the industry's most complete cloud customer experience platform, we enable an exceptional agent and customer experience—every time and on every channel. www.NICEinContact.com

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