

CX**Ai**
Realized

Five AI-Powered
Strategies from
Innovative Brands

NICE



New Perspective, New Frontiers, New Experiences

We are living through times of accelerated transformation, led by the powerful forces of cloud, digital, and AI. These technology waves are reshaping the enterprise software market and ushering in a new era of customer experience. CX organizations must embrace a change in perspective to thrive in this new era—one that recognizes the potential of AI to bridge the experience perception divide between consumers and brands.

The path forward lies in harnessing CX-aware AI within a fully converged, cloud-native platform. This recipe for success enables a seamless fusion of people, processes, and technology, empowering businesses to deliver personalized, contextual experiences that match consumers' expectations. The organizations that master this approach will be the ones that successfully navigate the storm of change and emerge as CX leaders.

This ebook highlights customer success and insights from Interactions 2024, the largest CX event in the industry, showcasing how innovative brands use AI to exceed customer expectations.



Watch the AI- powered CX Transformation

Eager to uncover more insights? Watch the visionary executive keynotes that sparked these transformative ideas and strategies. Discover how industry leaders are harnessing the power of AI to redefine customer experiences and set the stage for the future of CX.

[Watch the Keynotes Now](#)

TOP 5 INSIGHTS AT A GLANCE:

1

Accelerate self-service success with automation developed from the very best conversations.

2

Augment employee performance with real-time assistance to achieve optimal outcomes.

3

Unlock organization-wide improvements with AI-driven insights from 100% of interactions.

4

Reduce customer effort with behavioral coaching and real-time interaction guidance.

5

Proactively resolve high-risk customer complaints with AI-powered analytics and targeted outreach.

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SONY

ENLIGHTEN AUTOPILOT

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Sony automated 15 complex intents in just six months by leveraging Enlighten to analyze 60,000 optimal interactions with ideal outcomes across customer satisfaction, resolution, and efficiency.



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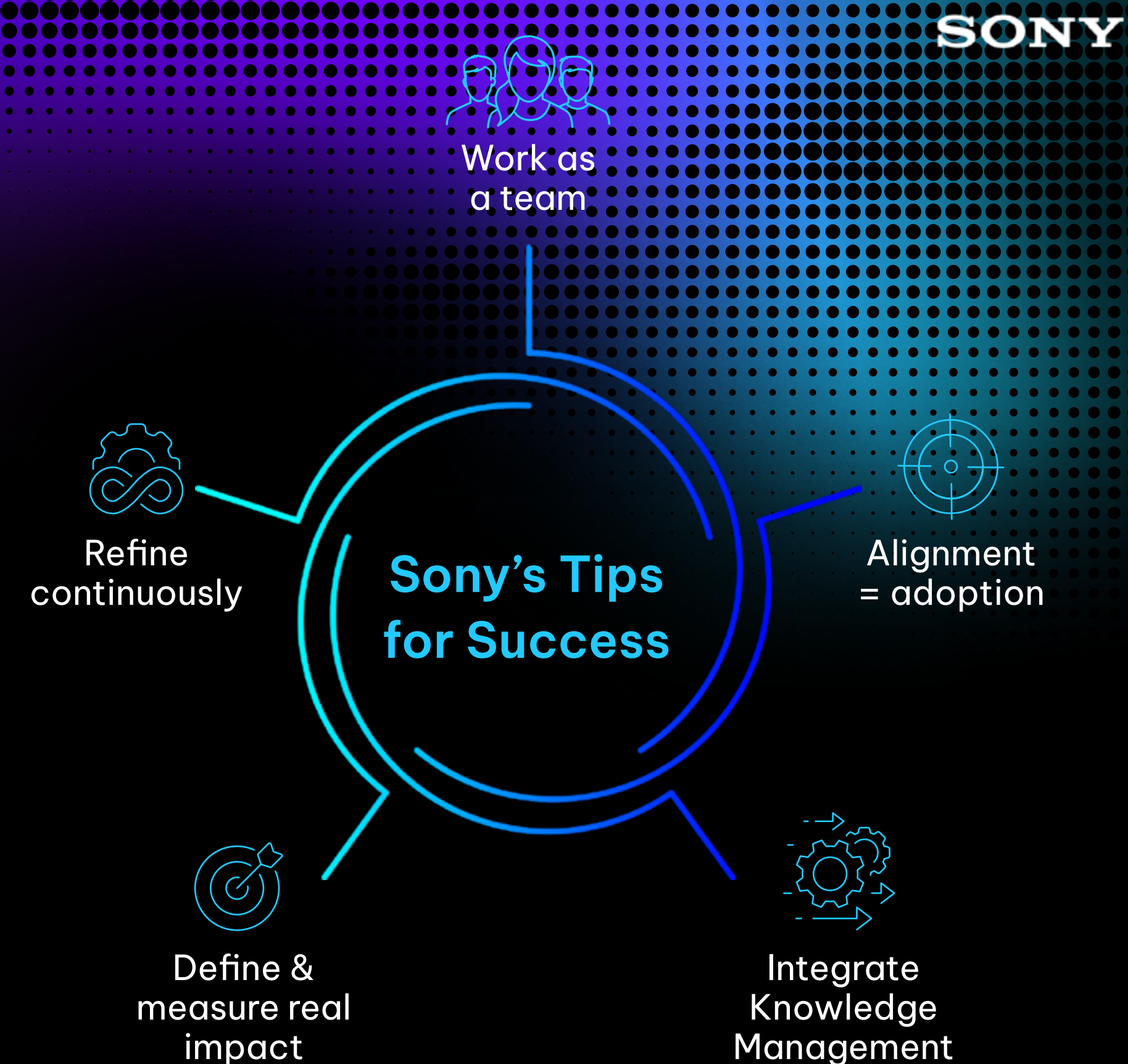
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Why should you care?

In today's fast-paced digital world, the demand for self-service options is skyrocketing. Customers expect 24/7 access to support, and businesses that fail to meet this demand risk falling behind the competition. Effective self-service automation offers benefits, like around-the-clock availability, reduced operational costs, and increased customer satisfaction. However, many first-generation self-service providers struggled to deliver effective automation due to a lack of data for training AI models. Without leveraging successful agent-customer interactions, early attempts often fell short of expectations.

Achieving self-service excellence requires integrating automation into your overall CX strategy. By managing both unattended and attended interactions on a unified platform, you ensure a seamless customer experience. This holistic approach allows continuous improvement of self-service offerings through AI and machine learning based on real-world interactions. Investing in a comprehensive, data-driven solution unlocks automation's full potential, delivering exceptional customer experiences. Embrace the future of CX and set your business up for long-term success.



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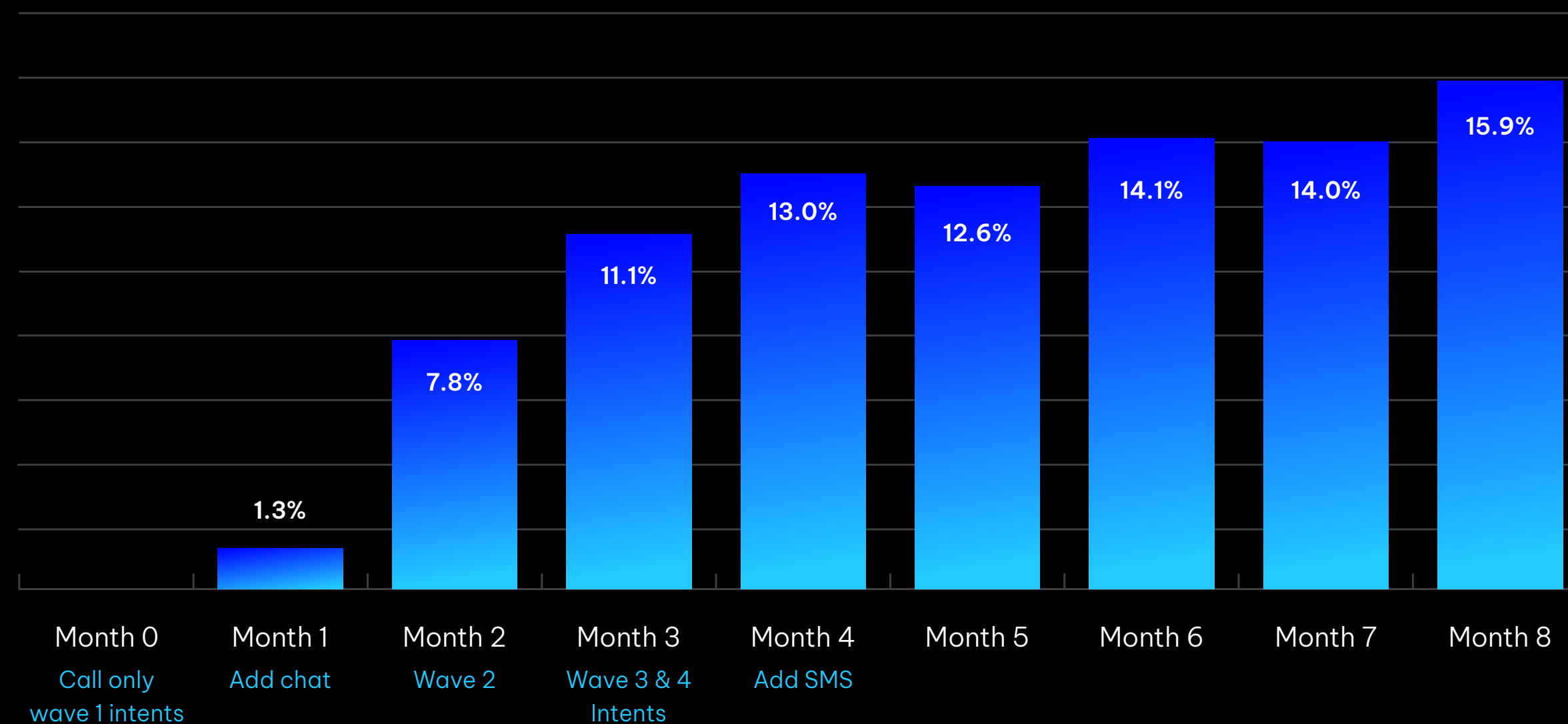
Enlighten Autopilot: Driving Continuous Self-Service Improvement

Enlighten Autopilot’s AI-powered automation enables businesses to continuously enhance their self-service capabilities over time. By leveraging insights from real-world interactions and customer feedback, Autopilot optimizes conversational flows and expands its ability to handle a growing percentage of customer queries.

The result is a self-service solution that becomes increasingly effective month after month, as evidenced by the steady rise in contained contacts, ultimately leading to higher customer satisfaction and operational efficiency.

SONY

Sony Contacts Resolved by Enlighten Autopilot



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SONY

“ We believe our products are second to none, and that our support experience needs to be second to none as well. Working with NICE, we’ve achieved **the best customer satisfaction** ratings that we’ve ever seen.”

Roger Brewer

Director of Service Tools & Technology
Sony Electronics

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CARNIVAL UK

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CARNIVAL UK

Carnival UK leverages Enlighten's purpose-built AI to empower employees, enabling **smarter, faster work without increased effort**, leading to their recognition as a 2024 *International CX Excellence Award winner* for Outstanding Employee Engagement.



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Why should you care?

In today's competitive business landscape, your agents serve as the face of your brand, often being the first and only point of contact for customers seeking assistance. While self-service automation handles straightforward queries, the interactions that require live support are becoming increasingly complex and demanding.

Unfortunately, many agents navigate a fragmented technology stack of disparate systems and data silos. This cumbersome setup diverts their attention from customers as they struggle to find the correct information, leading to frustration, longer resolution times, and reduced satisfaction.

Enlighten Copilot, powered by AI for CX, offers a transformative solution.

By providing agents with real-time AI assistance, businesses can empower their frontline representatives to achieve optimal outcomes. Generative AI can quickly produce accurate replies, initiate automated workflows, and offer behavioral recommendations that enhance engagement quality.

Augmenting your employees with Enlighten increases efficiency, reduces handle times, and improves the experience for both customers and agents. Embracing this technology is crucial for brands looking to differentiate themselves through exceptional customer service in an era of heightened expectations and complexity.

“The elements of AI that are embedded in the NICE CXone solutions meant we were able to advance on our AI roadmap further than we had anticipated.”

Jon Wells
Contact Center Director,
Carnival UK

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CARNIVAL UK

“ We looked at many other vendors before choosing NICE, but none of them could deliver the size and scope that we require to uphold our high standards and provide exceptional guest experiences. Our guests come to us to enjoy our ocean cruises and see the world, and we strive to make every point of that journey as frictionless as possible. From the moment our guests start searching for their desired cruise to the moment they step foot back on land, **I am confident our digital transformation will provide them with the experience of a lifetime.**”

Paul Ludlow

President, Carnival UK and P&O Cruises

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Open Network Exchange's comprehensive approach to **leveraging AI-driven insights** has yielded impressive results, including a 30% decrease in call volume, a 20% reduction in call escalations, and a 15% increase in revenue per call.



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Why should you care?

In today's fast-paced business landscape, organizations struggle to harness vast amounts of data for informed decision-making effectively. Traditional data analysis methods are time-consuming and prone to errors, unable to keep pace with the growing volume of information.

AI-driven analytics revolutionizes the way businesses approach data. By leveraging advanced algorithms and machine learning, AI-powered analytics quickly identifies patterns, trends, and insights that would otherwise go unnoticed. This enables organizations to make accurate decisions based on real-time information.

AI-driven analytics also offers predictive capabilities, helping businesses anticipate

future trends and customer behaviors. This proactive approach allows organizations to adapt quickly to changing circumstances and seize new opportunities.

Moreover, AI-driven analytics improves operational efficiency and reduces costs by automating data analysis tasks and providing actionable insights.

This frees up human resources to focus on strategic initiatives.

In today's competitive environment, embracing AI-driven analytics is a necessity. Organizations that harness the power of AI to transform data into strategic assets will be well-positioned to drive innovation, improve customer experiences, and achieve sustainable growth.

“Our evaluations weren't giving us the full picture. Everything was focused on compliance and policies—on protecting the back end rather than our guest experience during those interactions.”

Alexandria Doucet
CXone Administrator

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Meeting and exceeding targets for stronger customer relationships.

Open Network Exchange recognized the importance of making it easy for customers to manage all types of payment interactions through self-service. To achieve this goal, they implemented Enlighten Autopilot, an AI-powered solution that has successfully resolved the payment calls ONE aimed to reduce.

Impressively, Enlighten Autopilot has exceeded ONE's 50% self-service resolution target, deflecting 76% of payment call volume to date.

The key to ONE's success lies in their innovative approach of leveraging Enlighten XO (Experience Optimization) to learn from conversational data. By identifying customer intents, utterances, and optimal resolution workflows, ONE continuously improves Autopilot's effectiveness. This data-driven strategy not only enhances the customer experience but also streamlines operations, allowing ONE to provide efficient, round-the-clock support. With Enlighten Autopilot, ONE has set a new standard in self-service excellence, demonstrating its commitment to meeting customers' evolving needs in the digital age.

"We knew leveraging Enlighten XO would automate various payment processes and deflect calls, but I wasn't expecting to exceed our goals! Enlighten AI has fundamentally transformed our company's operations."

Ryan Romero
Senior Vice President of Global
Technology Strategy and
Innovation

Open Network Exchange

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Five Ways ONE is WINNING with AI in Action

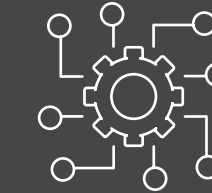
1

Building smart self-service fast: ONE identifies, prioritizes, and optimizes self-service workflows to increase digital resolutions.



2

Improving CSAT with automated quality: ONE consistently identifies meaningful coaching opportunities that increase CSAT and streamline the supervisor's time.



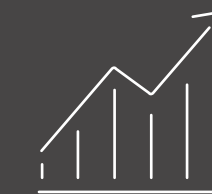
3

Increasing revenue with proven sales effectiveness behaviors: Analyzing and coaching to sales-focused soft-skill behaviors enables ONE to generate additional revenue on every interaction.



4

Analyzing 100% of interactions to drive business performance: A holistic view of every interaction enables ONE to improve CX and generate more revenue.



5

Innovating faster on a single platform to realize results: With CXone, ONE overcomes interaction complexity and gains compounding benefits that drive digital resolutions, CSAT, and revenue.



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“ Enlighten AI has **totally changed the way our company operates – for the best.** We’re able to measure how we’re treating our guests while still focusing on sales and driving revenue. What more could we ask for in a sales environment?”

Alexandria Doucet
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KAISER PERMANENTE®

ENLIGHTEN AI BEHAVIORAL INSIGHTS

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Kaiser Permanente has reduced Average Handle Time by over 30 seconds by promoting **positive behaviors, including active listening, being empathetic, demonstrating ownership, and effective questioning.**



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Why should you care?

Positive behavior drives positive results. However, traditional training methods often focus on processes and technical skills, overlooking the crucial role of agent behavior in delivering positive customer interactions. It's not enough to simply tell agents and front-line workers to make customers happy or to shorten call times; you need to focus on the specific behaviors that drive results.

Enlighten takes a data-driven approach to behavioral analysis, providing an objective measurement of customer sentiment and agent behaviors across all interactions, both voice and digital. This comprehensive analysis eliminates the subjectivity and limited sample size of traditional methods, offering a more accurate and actionable assessment of agent performance.

But Enlighten goes beyond just measuring empathy. It identifies dozens of specific behaviors that have been proven to positively impact key metrics such as Customer Satisfaction and Sales Effectiveness. By embedding these behaviors across the CXone platform, Enlighten powers AI Routing, Real-Time Agent Assistance, and post-interaction quality and coaching, creating a holistic approach to behavioral optimization.

By focusing on the behaviors that matter most, organizations can empower their agents to deliver consistently exceptional experiences, foster customer loyalty, and ultimately drive business growth. In an era where customer experience is the key differentiator, investing in behavioral intelligence is a transformative step towards CX excellence and long-term success.

“It’s amazing to see the kinds of coaching or other interventions possible now with this level of detail, compared to what is possible when you can only manually review two calls per agent per month.”

Joenil Mistal
Senior Manager
Kaiser Permanente



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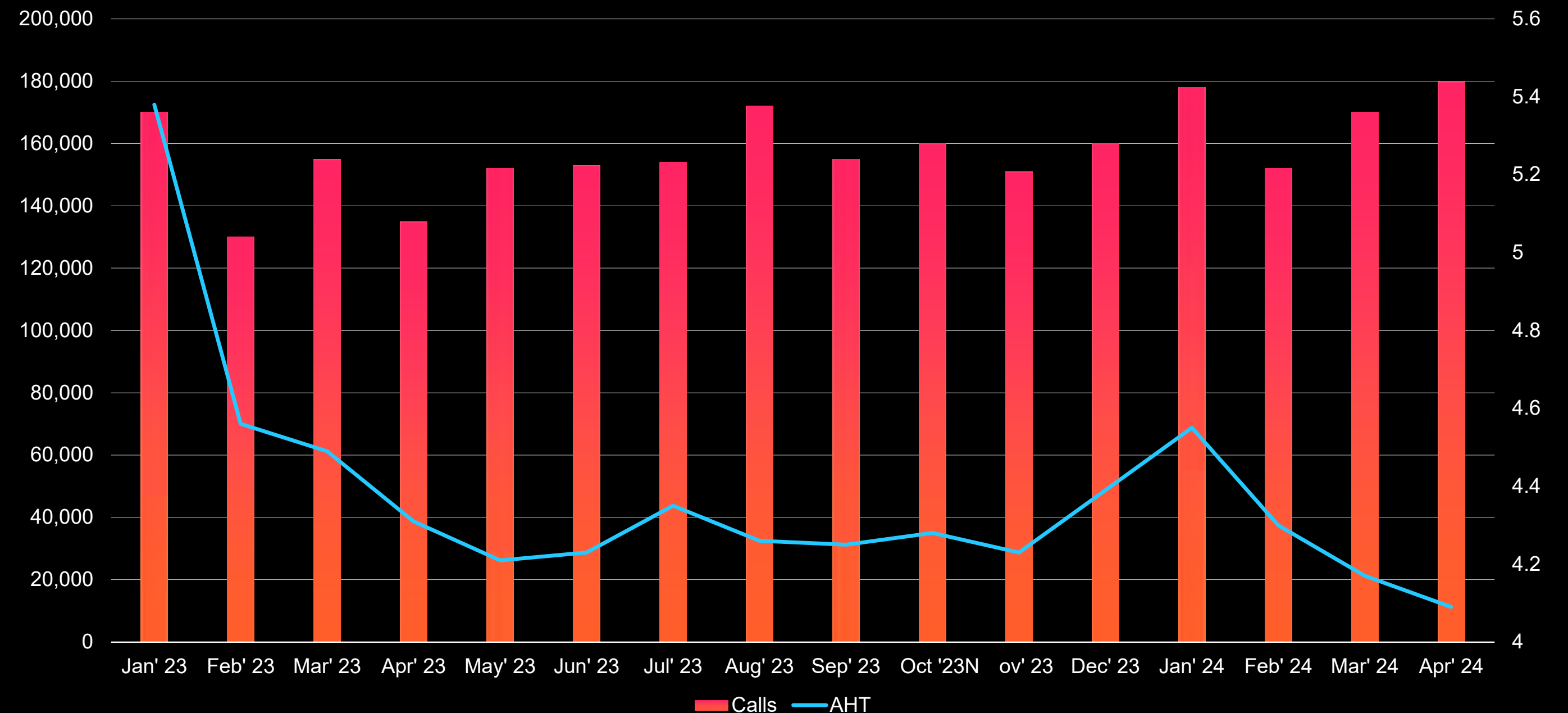


KAISER PERMANENTE®

Kaiser Permanente Member Voice Calls
Call Volume vs. Average Handle Time

Positive Agent Behavior Reduces Customer Effort.

As agents consistently practice and exhibit behaviors such as active listening, being empathetic, demonstrating ownership, and effective questioning, customers experience a smoother, more efficient interaction. This consistent application of positive behaviors leads to a steady decrease in customer effort, as evidenced by the month-over-month reduction shown in the chart (accommodating seasonality). By focusing on cultivating these positive behaviors, organizations can create a more effortless experience for their customers, improving satisfaction and loyalty in the process.



CX AI REALIZED: AI-POWERED STRATEGIES FROM INNOVATIVE BRANDS

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259%

Top agent calls were 259% more positive

25%

Top agent calls were 25% shorter

53%

Top agent calls had 53% less repeats

53%

Top agent calls had 53% less non-talk time

[Get the Info](#)

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“ Sentiment and behavior scores from NICE Enlighten AI for CSAT and Real-Time Interaction Guidance help us change our workflow processes and ensure that we’re providing excellent customer service.”

Joenil Mistal
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Hyundai Capital

ENLIGHTEN AI

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Hyundai Capital

Hyundai Capital achieved an impressive **36% year-over-year reduction in complaints** by leveraging AI-powered speech analytics to identify high-risk issues and proactively reach out to customers to address and resolve their concerns.



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Hyundai Capital

Why should you care?

Unresolved customer complaints pose a significant threat to an organization's success. Not only do they damage brand reputation and customer loyalty, but they can also escalate into costly legal and regulatory issues. In today's competitive landscape, organizations cannot afford to underestimate the financial impact of mishandled complaints, which can lead to millions of dollars in fines, settlements, and lost business.

The challenge lies in the fact that many organizations currently lack a systematic approach to identifying and preventing customer complaints from escalating. This is where AI-powered solutions come into play, providing businesses with the ability to manage complaints at scale effectively.

By leveraging advanced AI technologies to analyze every customer conversation, organizations can proactively identify signs of customer distress and high-risk topics that have the potential to escalate. This enables businesses to intervene early, addressing issues before they spiral out of control and lead to serious consequences.

Investing in AI-driven complaint management is not just a defensive strategy – it's a proactive approach that can transform potential crises into opportunities for growth and success. By demonstrating a commitment to customer satisfaction and promptly resolving concerns, businesses can build long-term customer loyalty and foster a positive brand reputation.

Identifying and Mitigating High-Risk Interactions:

Key Drivers



Low sentiment



Customer distress



Frequent contacts



Legal threats



Executive escalations



Regulatory mentions



Social media complaints

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Hyundai Capital

Transform CX with AI-Powered Solutions

Hyundai Capital has set a new standard in customer experience excellence by harnessing the power of AI-driven technologies. The company's strategic implementation of AI-powered solutions has yielded remarkable improvements across multiple key performance indicators, from complaint reduction and first contact resolution to executive escalations and overall net sentiment. These impressive results underscore the transformative potential of AI in revolutionizing customer service and driving unparalleled success in today's competitive landscape.

36%
Complaint
reduction YoY

6%
Improvement
in first contact
resolution

16%
Decrease in
executive
escalations

13%
Improvement
in net
sentiment

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CX innovators are leading their organizations into an era of AI-driven customer experience using a complete, connected, and intelligent platform. This transformative approach is setting new standards in customer engagement and driving unparalleled business success.

Are you ready to make CX AI a reality?

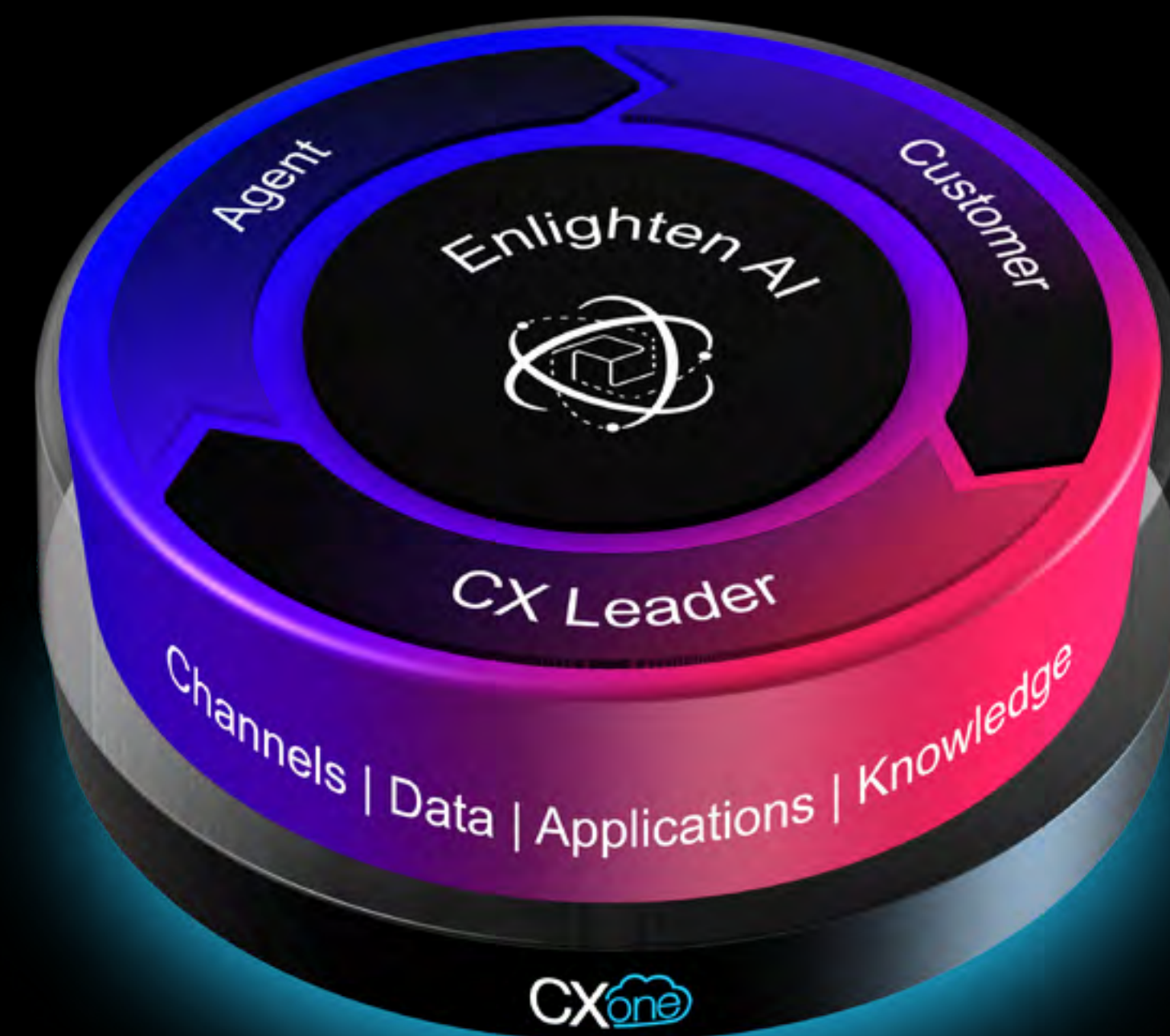
How CXone can help.

NICE CXone delivers a complete, connected, and intelligent CX platform that equips organizations with everything needed to provide extraordinary service. Designed to help businesses of all sizes deliver exceptional customer experiences, CXone enables you to engage customers across any digital or voice channel, leverage embedded AI to automate, understand, and personalize interactions, and empower agents with real-time guidance and AI-powered tools.

CXone's interaction-centric approach, unmatched convergence power, and purpose-built AI, Enlighten, allow organizations to break down silos, manage

the complexity of interactions, and drive immediate value from Day One. With CXone's unique combination of unified omnichannel routing, AI, analytics, workforce engagement, and automation, businesses deliver the right service at the right time, every time.

As the leader in cloud contact center solutions, CXone is the platform of choice for organizations looking to make CX AI a reality and achieve measurable results fast. Whether you're just starting your CX transformation or looking to take your customer experience to the next level, CXone provides the complete, connected, and intelligent platform you need to succeed.



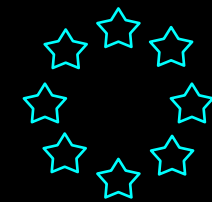
[> Get the Touch](#)

Inside our one-of-a-kind approach.



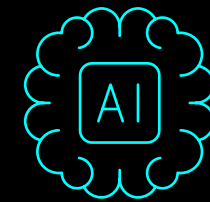
100% of interactions on one platform.

CXone stands out as the only interaction-centric cloud platform capable of managing 100% of interactions – both attended and unattended, across voice and digital channels. This unique approach breaks down silos between channels, providing consumers with seamless experiences, equipping agents with integrated applications, and relieving businesses from the burden of system integration. We think of CXone as the operating system for CX, orchestrating interactions effortlessly, creating a solid foundation for applications to run smoothly, and enabling organizations to deliver extraordinary service.



Unmatched convergence power for interaction complexity.

CXone's unparalleled convergence power is crucial for managing today's complex customer interactions. We've natively unified all channels, data, applications, and knowledge on a single platform. This comprehensive approach integrates our industry-leading workforce engagement, analytics, digital, inbound, and outbound capabilities. CXone's unified data layer not only combines data from CXone and external sources but also provides a true 360-degree view of the customer experience. This powers our AI solutions to take actions that extend beyond traditional CX boundaries.



AI purpose-built for CX, driving value from Day One.

CXone's Enlighten AI stands out in the "AI everywhere" market. Unlike others relying on public internet data, Enlighten is purpose-built for CX, trained on actual customer interactions and pre-trained with every CX process. This ensures alignment with brand values and business objectives. Trained on the largest labeled dataset of CX interactions, with over 1,000 prebuilt CX AI models available, Enlighten delivers unmatched precision and immediate value from Day One. Deeply integrated into CXone, it empowers organizations to deliver intelligent, personalized experiences that drive customer satisfaction and loyalty.



Openness and extensibility for seamless integration.

CXone sets the standard for openness and extensibility, integrating seamlessly with existing technology stacks. With 40+ prebuilt connections, comprehensive platform services, and support for over 30+ communication channels, CXone offers unparalleled flexibility. Our complete WEM suite runs on third-party ACDs for flexible migration. CXone Embedded Agent for CRMs and UCaaS provides prebuilt integration for company-wide collaboration, while the CXone Agent Chrome Browser Extension enables CXone to run on any web app. This openness allows organizations to adapt to specific requirements and future-proof their CX strategy.

So, what's next?

Embrace the AI Revolution

The future of CX is being shaped by AI. CX innovators featured in this ebook have leveraged NICE CXone's capabilities to deliver unparalleled experiences and drive measurable success.

Transform Your CX Strategy

It's your turn to embark on this journey. NICE CXone's unique approach combines an interaction-centric platform, convergence power, purpose-built AI, and extensibility to make CX AI a reality for your organization.

Seize the Opportunity

Empower your teams with the right tools and skills. Harness AI's potential to deliver exceptional experiences that drive loyalty, growth, and success. With NICE CXone as your partner, navigate this new landscape confidently.

Launch Your CX AI Journey

Don't wait for the future – shape it. Start your CX AI journey with NICE CXone today and unlock endless possibilities for your customers, employees, and business.

Ready to make CX AI a reality?

If you've got any questions about the content of this report, or want to know more about how NICE CXone can support your organization, our experts are always on hand.





AI-Powered Strategies from Innovative Brands

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 

The NICE logo, consisting of the word 'NICE' in a bold, white, sans-serif font with a blue horizontal bar through the middle of the letters.