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ACCELERATE CX
INNOVATION IN THE CLOUD

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.
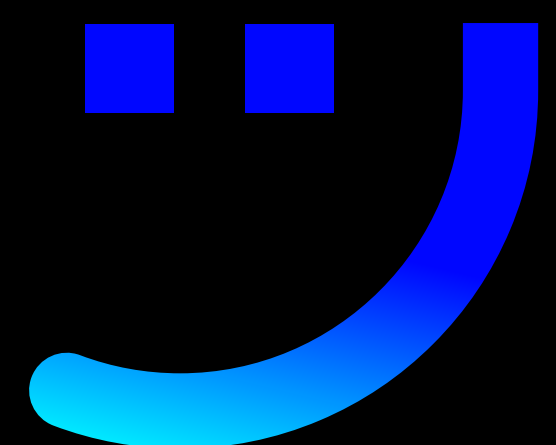
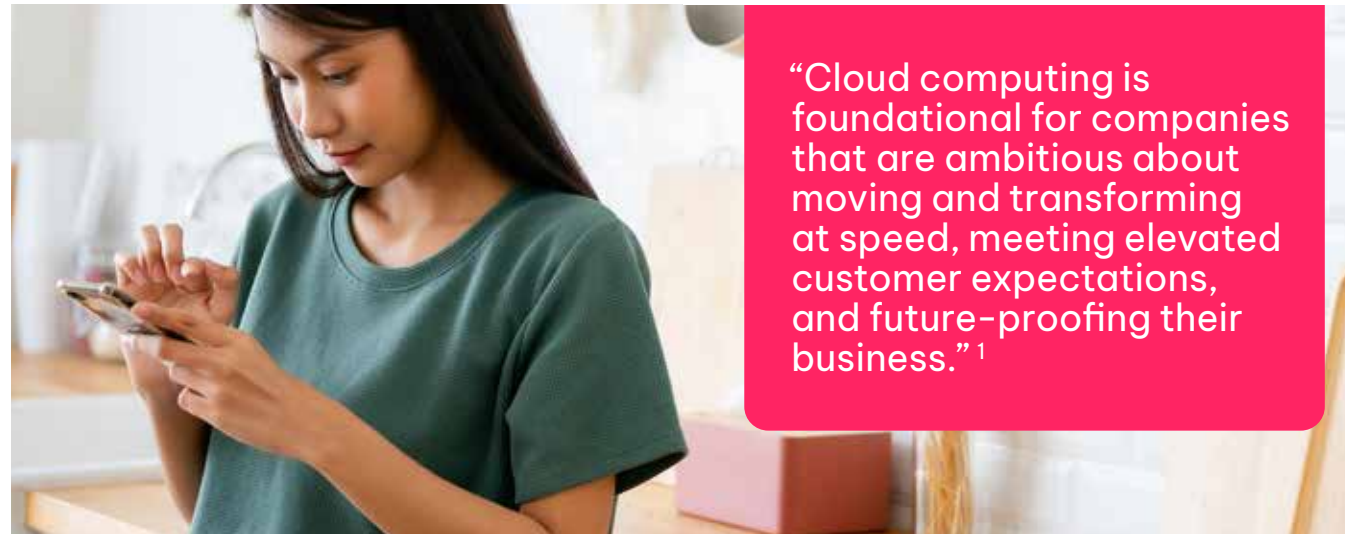www.nice.com

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WHY MODERNIZE TO A CLOUD PLATFORM?

"Cloud computing is foundational for companies that are ambitious about moving and transforming at speed, meeting elevated customer expectations, and future-proofing their business." [1]

In today's interconnected, technology-driven world, IT leaders face increasing pressures to modernize outdated systems—especially for software that supports customer experience. Rapid advances in digital and AI technologies are driving a fundamental shift in IT demands, placing an emphasis on speed, agility, scalability, security, data management, innovation, and user experience. Because of this, there has never been a greater imperative to move to the cloud and to consolidate customer experience (CX) applications and systems on one complete cloud native CX platform or contact center as a service (CCaaS) platform.

Modernizing to a cloud platform helps IT leaders stay ahead of the curve and optimize their organization's infrastructure and resources. It opens new opportunities for improved security and reliability, with added scalability and the flexibility for organizations to continue to innovate in ways that on-premises or mixed-cloud technology cannot offer. With a cloud-first, holistic approach to customer experience, IT can shift focus from supporting a maze of customized solutions to maximizing productivity and innovating more streamlined solutions for customers, agents, and business users.

[1] EY Americas: "Is Your Cloud Journey Moving Fast Enough to Realize Your Business Ambitions?" (2022)

Adopting the cloud for CX offers many compelling benefits for customer experience operations:

Increased Scalability and Flexibility

Cloud-based multi-tenant CX platforms offer virtually limitless scalability, allowing organizations to easily handle fluctuating customer demands. Whether your business experiences sudden spikes in customer interactions or requires additional resources for expansion, cloud platforms can quickly adapt to your requirements without the need for significant infrastructure investments.

Reduced Operating and Opportunity Costs

Moving to the cloud can be more cost-effective than using on-premises software, with initial cost savings from reduced software licensing and upgrades, hardware, and maintenance costs. Many companies see the benefit of shifting from capital expenditures (CapEx) to operating expenses (OpEx) with pay-as-you-go pricing that eliminates significant upfront investments. Additional cost savings ensue when moving to a cloud CCaaS platform that helps companies reduce the number of vendors required to support their overall system requirements and management overhead.

Streamlined Technology Stack

A single cloud platform allows all communication channels to be managed on one unified platform, so contact centers no longer need to manage multiple voice, chat, email, messaging, or social media management vendors. This simplifies vendor management and improves customer experience by ensuring

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consistency and seamless customer journeys across channels. Cloud Contact center as a service (CCaaS) platforms also provide greater scalability and flexibility, allowing administrators to easily add or remove users and services as needed without engaging multiple vendors

How would fewer vendors allow you to focus on other KPIs and boost productivity?

Deliver Faster Time to Value

Moving all customer experience applications to a complete, unified cloud solution is a great unburdening of businesses on multiple levels. Cloud native technology and solutions are fast and easy to spin up and snap together with existing infrastructure so that no rip-and-replace is required. Upgrades are automatic and additions are easy to turn on and off from a single control point.

Elasticity and scalability are inherent, so seasonal spikes and staff changes are easily handled. The technology grows and expands with the business as needed as opposed to difficult to manage, bolted together home-grown solutions.

Having a unified platform of solutions built natively for the cloud also means that information can easily be shared across applications, users, groups, teams, departments, etc. This means business intelligence dashboards with role-based KPIs and analysis results can be readily supplied across the organization for all roles, from agent supervisor to operations executives.

So, while the organization can deliver faster time to value, IT can also respond to organizational demands quickly. The list of maintenance and upgrade tasks as well as infrastructure repairs is drastically reduced while the time available for digital transformation, new ideas, and improved ways to operate grows.

Modernize the Path of Innovation

Comprehensive cloud platforms provide rich tools, services, and development environments, enabling businesses to build and deploy applications rapidly. These platforms offer pre-configured infrastructure, managed services, and development frameworks that accelerate the software development lifecycle. By leveraging these resources, IT can focus more on innovation and less on infrastructure management, speeding up the time to consumption for new products and services.

Enhanced Compliance and Security

Do-it-yourself security is no longer an option. Leading cloud platforms employ advanced security measures to protect data and infrastructure from risk by using industry-standard best practices. Cloud infrastructure employs a rigorous security architecture that is continually maintained and updated, as opposed to on-premises hardware that has to be manually maintained and updated. Cybersecurity services offer peace of mind with automatic incident response, digital forensics,

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TripAdvisor Case Study

TripAdvisor launched an initiative to migrate its contact center activities with 2,000 agents in 28 languages to a single, centralized omnichannel cloud platform. Integrated with core TripAdvisor systems and its telco network, they implemented NICE CXone to eliminate silos and enable consistent handling of interactions worldwide, giving agents visibility into the entire customer experience that wasn't possible before.

Implementation of NICE CXone was completed within a remarkable 12-month time frame, including migrating over 2,000 agents to the new platform **with no disruption or downtime.**

The power of the CXone cloud platform made it possible for TripAdvisor to design and implement a seamless customer journey– across group companies— and a consistent, frictionless experience.

Results achieved:

- Consolidated 17 vendors to 3
- 63% faster new user creation for rapid scalability
- Saved millions of dollars on technology and infrastructure

continuous data monitoring, inspection and logging, and vulnerability management.

Encryption, access controls, threat detection, and data backup and recovery at the data, application, and platform layers provide further confidence that the business will fend off attackers. The most advanced cloud providers meet industry- and government-mandated security, reliability, and performance standards–such as PCI Compliance, FedRAMP, HIPAA, SOC 2, and SOX–and these standards are audited and improved upon regularly. Multi-region and cross-region data storage is also available with global providers to meet regional regulations such as GDPR, Cyber Essentials, and others.

Disaster Recovery and Resilience

IT leaders are under tremendous pressure to keep things running smoothly when it comes to the unknown. Most disaster planning in contact centers is focused on recovery instead of business continuity. But the reality is that contact centers do not have the option of going offline. The risks only multiply when trying to ensure the reliability of infrastructure that spans multiple regions and clouds.

Contact centers must achieve redundancy in an on-premises environment by deploying a duplicate hardware system on-site. This is expensive to purchase and maintain, especially for gear that hopefully never gets used, and it still doesn't guarantee redundancy.

Cloud solutions allow contact center agents, supervisors, and administrators to access tools from anywhere with only an Ethernet connection and a computer, making it the winning choice for a resilient contact center platform. 800 numbers and DIDs can be automatically redirected in an outage, connecting customers to the same experienced agents—business as usual.

A cloud contact center platform has built-in redundancies, failover mechanisms, and proactive network monitoring by Network Operation Center (NOC) agents, so you gain the advantage of the technology without deploying or maintaining it in-house.

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WHAT ARE THE BENEFITS
OF A COMPREHENSIVE CX MANAGEMENT PLATFORM?

Delivering a superior customer experience that is frictionless for customers has become more complex, and tech stacks have grown into unwieldy haystacks. Customers today constantly switch between mobile phones, computers, tablets, and gaming devices. They don't think about what "channels" they use to interact with organizations—they expect their experiences to be easy, convenient, and instantaneous.

Every moment from the start of their needs event with their first web search to find the business to the resolution of that need is critical to maintaining their loyalty, and it may take up to six or more channels for that resolution to be completed. The challenge for IT is synchronizing and managing all customer interactions across all those channels and all departments, with a focus on the agent experience as a critical element to deliver exceptional customer service interactions.

What demands are you unable to satisfy because of disparate systems?

The traditional approach to CX misses the complete customer journey because it is too focused on managing different stages of the buying journey or handling individual contacts with reactive customer service. Exceptional CX exceeds the boundaries of any single department to connect digital entry points and guide customers across digital channels.

Employees are increasingly challenged with more complex work and performance demands. As self-service handles simpler interactions, agents deal with in-depth customer needs. In addition, they are managing more channels and navigating more systems while dealing with increasingly demanding customers. Outdated, hard-to-use, slow systems frustrate agents and customers and contribute to lower customer loyalty and higher agent turnover.

77% of executives state that their technology architecture is becoming very critical or critical to the overall success of their organization. [2]

Teleflora Case Study

Despite a strong commitment to delivering outstanding service, Teleflora was limited by the inability of its old PBX to handle widely fluctuating call volumes unless it invested in costly upgrades. "Our nearly-16-year-old PBX was very expensive in multiple ways," explains Jeff Griffith, Director of IT Service.

Teleflora decided to look at cloud-based options for its contact center system and selected NICE CXone. "The cloud offers us economies of scale that are nearly impossible to achieve with on-premises systems," says Jeff. "With CXone, I only pay for what I use each month. We have much more flexibility with licensing and capacity." PBX costs have also decreased because Teleflora has eliminated redundant carriers and minimized dependence on its aging PBX system. In addition, consumers and florists now have multiple channels for contacting Teleflora—all centralized with CXone rather than on disparate systems.

Managing five disparate contact centers, as Teleflora used to do with its on-premises PBX, was complex and inefficient. Since CXone is a unified cloud platform, Teleflora can deliver a better customer experience and make its operations more efficient.

RESULTS ACHIEVED

- 64% increase in calls handled
- Savings of $120,000 annually by reducing dependence on aging PBX systems
- Economies of scale realized with pay-as-you-go pricing
- Five disparate contact center systems replaced with one unified cloud platform
- Agent staffing reduced by consolidation on one platform

Companies must take a holistic approach to CX that focuses on making the customer's experience smooth and easy on the surface while managing the complexity of digital channel switching, synchronous and asynchronous interactions, and continuous real-time context for each customer touchpoint. This requires careful management across the organization, employees, and customers. That is only possible with a comprehensive CX management platform that:

- **Uncovers and acts on customer needs and intent where the journey often begins, via search engines or company websites.**
- **Connects customers to answers and resolutions quickly via intelligent self-service or, if needed, with a company representative.**
- **Ensures agents are empowered with the right tools, complete context, and real-time guidance and knowledge for fast, hyper-personalized interactions.**
- **Provides operational performance and CX management reporting across all departments to improve customer and employee experience continuously.**

The ability to seamlessly transfer interactions from one channel to another is a reality today, but only for businesses that break down technology silos.

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Eliminated Silos

A unified and integrated environment for various customer-related processes is the primary objective of an open CX cloud platform, which aims to eliminate silos and promote streamlined work. To achieve this, a unified cloud platform offers a range of features that seamlessly work together and integrate into any business system. The platform centralizes customer interaction data from various sources, such as CRM systems, contact centers, marketing platforms, and other relevant applications. This streamlines employee access to customer information during the interaction, improving productivity.

For agents, the single platform enables them to work from a single consolidated, consistent interface and switch channels just as quickly and easily as their customers–this is called omnichannel session handling. As new digital channels such as WhatsApp become more widely used, they can easily be added to the agent support systems so that customers can use any channel they prefer for quick and effortless resolution. Inbound communications can also be optimized with flexible and configurable routing, meaning the right case gets to the right agent at the right time. The agent interface also accesses collaboration channels such as Slack or Teams for intra-office communication, boosting first call resolution rates and shortening handle time.

[3] *Deloitte: How to Win on Customer Experience (2019)*

The shift to a unified cloud native platform opens opportunities to further enhance customer service from reactive to proactive. Web engagement can be optimized to anticipate customer needs and reach out on their channel of choice to build loyalty and increase sales revenue. Proactive outreach processes across digital and voice channels can be put into place to drive improved communication and connections with customers. The results of a silo-free way of working are many, including:

• Increased agent and customer satisfaction and loyalty

• Reduced call volume

• Increased operational efficiency

• Faster time to implement new channel support

• Seamless collaboration and work processes

Fluent Journey Orchestration

Today's consumers navigate through complex experiences across a growing number of channels. They bring a variety of motives and expectations to each interaction. Visibility into how these interactions connect, overlap, and influence the customer experience is a struggle for most organizations, with IT square in the middle of trying to solve the problems.

Fluent customer experience (CX) journey orchestration is crucial for IT teams in ensuring that customers have a seamless journey no matter where they start. Cloud-based CX platforms seamlessly connect digital, self-service, and agent-assisted interactions, enabling companies to guide customers to quick resolutions.

How do you manage raw data to personalize and streamline the customer experience?

Complete cloud CX management platforms excel in creating personalized customer journeys across voice and more than 30 digital channels, including SMS, chat, Facebook, and WhatsApp. This allows businesses to utilize AI and data-driven self-service

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to anticipate and address customer needs and offer proactive outreach. Journey analytics can help IT teams improve self-service to ensure a frustration-free customer experience. The importance of fluent CX journey orchestration cannot be overstated, as it is vital to ensuring customer satisfaction and loyalty.

Inter-app Workflows

When applications are built natively within a CCaaS platform, inter-app workflows are seamlessly designed and implemented within the platform itself. These integrated applications offer a unified user interface, enabling agents to access different applications and functionalities from a single interface without switching between multiple applications. For instance, an agent can handle voice calls, chat interactions, and access customer information from a single interface, providing a cohesive and efficient user experience.

Inter-app workflows within a native CCaaS platform are typically triggered based on events or actions performed within the applications. For example, when a new voice call arrives, it can trigger actions such as displaying relevant customer information from the CRM module, routing the call to the appropriate agent based on predefined rules, and simultaneously logging call details in the reporting module. These event-based triggers facilitate easy coordination between different applications.

The platform often includes workflow automation capabilities, allowing organizations to automate repetitive and manual tasks, reducing the dependency on manual interventions and minimizing the chances of errors or delays. By automating routine processes, employees can focus on higher-value tasks, improving productivity and streamlining work across departments. For instance, customer information captured by sales teams can seamlessly flow into customer service workflows, ensuring a consistent and personalized customer experience throughout the customer journey.

Additionally, native CCaaS platforms often provide configuration options and tools for customizing inter-app workflows. Administrators or developers can define rules, mappings, and actions within the platform's configuration settings or through visual workflow builders. This allows organizations to tailor the inter-app workflows to their specific requirements, such as defining call routing logic, configuring screen pops based on customer data, or setting up automatic data synchronization between modules.

By providing a unified interface, shared interaction data repositories, event-based triggers, customization options, and integrated analytics, native applications on CCaaS platforms streamline inter-app workflows. This integration enhances agent efficiency, improves customer experience, and allows organizations to manage their contact center operations within a cohesive environment seamlessly.

End-to-End, Holistic CX Management

Can you provide contextual information to the customer and agent?

By enabling businesses to streamline their customer service processes and automate tedious tasks, these platforms help to increase efficiency. With cloud-based customer service platforms, the interaction data and CX applications are unified, making it possible to better analyze and communicate business intelligence across the organization. Analysis of customer experience across digital and voice channels helps companies better understand their customers' needs and preferences, allowing IT to tailor products and services accordingly. This can help businesses stay relevant and competitive in an ever-changing market, ultimately leading to sustained success.

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Empower Agents to Deliver Exceptional CX

What aspect of the agent workflow would you most like to improve?

To be successful, employees must be focused on the customer, not wasting time searching for answers, metrics, and guidance. Contact center agents need detailed yet applicable views of the customer history, intent and how they can assist. A consolidated desktop overcomes wasted time switching screens, isolating issues, and accessing answers they don't know offhand.

Automated voice biometrics that validate the customer in the IVR and a well-designed AI routing system simplify the agents' tasks. At the point of connection, the agent passively confirms the customer is already authenticated as well as why they are contacting the business. Process automation and contextual knowledge base systems are also critical to helping agents save time on repetitive or error-prone manual processes that degrade their experience. Automatically pulling up relevant knowledge base articles, providing real-time prompts to guide the agent to a positive resolution, and automating call wrap-up helps keeps agents focused on what matters: Delivering excellent service.

Helping agents proactively improve their service skills on their own is a great tool that helps foster job satisfaction as well as customer satisfaction. Providing them with their own dashboards to review key metrics such as empathy, active listening, taking ownership of the issue and others empowers them to spend time reviewing interactions where they have room to improve in comparison to other interactions where they performed better.

Arming supervisors with similar dashboards to track agent performance on key CX metrics provides further support for agents. Supervisors can see how each agent performs with regard to exactly which behaviors they can improve, making it possible for supervisors to select automated coaching packages where needed or tailor their one-on-one coaching with each individual for maximum efficacy.

For businesses that have unified data and applications, an agent receiving a transferred call would already have the necessary information on the customer and any prior interactions. This is the only way to guarantee the transfer is seamless from one channel to the next—with context.

Lastly, robust workforce management and regular opportunities for gamification bring together agents from all locations so that agent engagement is optimized and motivation to perform is part of the employee culture.

Consolidated, System-wide Analytics and Reporting

Supervisors need comprehensive dashboards, reports, and performance management tools that include quality insights into specific interactions and alerts to identify when and how to assist agents.

Robust analytics and reporting capabilities help businesses monitor and measure the performance of their hybrid workforce, track key metrics, analyze trends, and gain insights into productivity and efficiency across different locations. This data can be used to identify areas for improvement and optimize workforce management strategies on an ongoing basis. With a central repository of all interaction data, comprehensive analytics tools can uncover valuable insights to improve the customer experience and drive efficiency.

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HOW AN OPEN CLOUD CX
MANAGEMENT PLATFORM
ALLOWS FOR FASTER INNOVATION

Organizations operate in a constantly changing and complex environment, which poses various challenges and obstacles, including economic uncertainty, increased competition, changing customer preferences, and technological advancements. To succeed in this environment, organizations must keep in mind multiple competing objectives as they make decisions.

Meeting high consumer expectations is a key objective for many organizations, and this need grows more complex as organizations must interact with customers through various digital channels at any time. Furthermore, organizations must invest in a dynamic workforce with tools that enable productivity while supporting engagement from any work location.

Any new technology investment must show an ROI and scale to meet future needs. Clarity via data insights is critical to navigating the path forward through these demands. Most businesses lack visibility into their data to guide them, and instead make decisions based on intuition. What businesses need are solutions that eliminate the uncertainty, using CX solutions built on data, powered by AI, and delivered from a cloud platform.

IT leaders can now build innovative applications in less time by utilizing open cloud-native platforms and APIs. Utilizing the right open cloud CX management platform with the right architecture makes it faster and easier for IT leaders to build and maintain CX innovations.

Leveraging Artificial Intelligence

Advances in AI technology are a promising solution that address all of these business challenges. Yet with all the buzz around AI, it is important to take a deeper look into how the technology was developed for organizations looking to provide better CX as a competitive differentiator. AI projects fail because they do not have all three critical components: a massive historical CX dataset, expansive domain expertise to build purpose-built AI models, and a premier cloud platform and application suite that operationalize insights.

> **67% of organizations have yet to incorporate AI into their knowledge management strategy counter to data on AI's significant, and increasing, market impact — leaving room for prepared organizations to pull ahead of the pack.** [4]

AI solutions require a large quantity of labeled CX data to build powerful analytic models. An often-overlooked data requirement is its relevance to the use case. To improve customer experience, the models need to be built on customer experience interactions data, not generalized internet data, otherwise the outcome will be disappointing. Vendors who require that their customers provide them with data in order to build custom AI models indicate that they do not have sufficient data to build models tailored to their customer's business.

To realize a rapid ROI, it takes specific domain expertise in CX, WFO, and CCaaS along with the massive amounts of data to develop purpose-built AI models for specific use cases. The AI models are built upon a deep understanding of industry specific needs, an accurate interpretation of data, and provisions for specific requirements, such as regulatory compliance. These models identify patterns in data that are not visible to manual analysis or generalized models.

Businesses may have the best data and models but lack a way to operationalize the insights. In this case, the AI investment will fall short of its intended goal. It can be equated to having an AI app that drives your car—yet you don't own a car or even have a driver's license. By embedding AI in a native cloud platform and application suite, businesses can proactively address the needs of their customers. The platform unifies, collects, and orchestrates data in every customer interaction and across

[4] *Deloitte Insights: Knowledge management: Creating context for a connected world, 2020*

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LanguageLine Uses NICE CXone RESTful APIs to Support Unique Business Needs

LanguageLine Solutions® help non-English speakers worldwide find and understand medical care, finances, and a variety of other services in over 240 languages. They customized the NICE CXone platform to support their unique business requirements.

"NICE enabled us to build a platform that gives us the capability to meet the future requirements of our clients that they don't even know they need yet."
Simon Yoxon-Grant | VP of Sales

LanguageLine customized their agent desktop, built a video routing application on top of the cloud ACD platform used APIs to trigger agent desktop events, and integrated CXone with their existing real-time analytics and business intelligence. They manage real-time staffing and customer trends through this customized infrastructure.

"The APIs from NICE CXone help us extend our services as quickly as possible to add more features and products that our customers care about." Jeff Cordell | Vice President of Technology and CIO

Business Results:

- 30% faster speed to answer
- 50% faster connect times for medical
- Unified agent interface for video and audio calls
- Improved CX and EX
- Reduced operating costs

their entire journey. It enables resolution through data driven self-service and agents that are prepared to successfully resolve any needs event. Only a native cloud platform that is proven through wide industry adoption can efficiently scale data and AI in multiple applications to yield exponential results across an organization.

Accelerated Capabilities with Pre-built Customizations

AI and a robust CX cloud platform are a powerful combination, redefining the landscape of CX innovation. This union goes beyond merely applying AI to CX—it represents the advent of a transformative era where customer experiences are seamlessly connected, intelligently catered, and holistically complete. Utilizing pre-built AI models trained specifically for contact center and CX success and natively woven into the fabric of the cloud platform produces a dynamic and powerful result—termed "Connected Intelligence"—that supercharges every application and process. This unity does more than augment capabilities; it redefines them, creating smarter, more efficient systems that enhance customer experiences while reducing operational costs.

This collaboration also paves the way for proactive, contextually aware digital experiences, allowing organizations to not just respond to customer needs but anticipate them. This groundbreaking shift from reactive to predictive customer journeys optimizes every interaction point, setting a new standard

Valvoline Case Study

Valvoline knew it could achieve solid gains if customer experience was improved. Using NICE CXone to implement a new market acquisition program has benefited Valvoline and its customers.

The market acquisition program was an instant success. "We anticipated the ROI for this initiative would be two for every dollar spent," says Joseph Patrick, System Administrator for the Valvoline Support Center. "However, the actual ROI turned out to be 3.5; for some service centers, the ROI was five! We've seen a drastic and measurable shift in customer growth and retention. We're expanding it as fast as possible."

Results achieved:

- Reduced queue times by 10 seconds
- Achieved a 5-point improvement in SLA performance
- Generated an average overall financial ROI of 3.5 for every dollar spent
- Increased customer acquisition and retention rates

service. The fusion of AI and cloud-native platforms symbolizes the transformative power of AI, working as a genuine force multiplier and accelerating innovation while empowering businesses to deliver extraordinary customer experiences.

Beyond AI, cloud platforms are vehicles to assist with streamlining underlying business operations, processes, and innovations. No two businesses are alike regarding operations, making ease of customization and integration with enterprise applications a top priority. A robust cloud-native solution includes extensive applications built for the cloud as well as low-code and no-code customizations with a library of pre-defined APIs that make installation, administration, and innovation fast and easy. This eases support headaches with fewer breakpoints when it comes to ensuring worker productivity and reliable inter-application activity. Plus, cloud-native platforms include provisioning for a full ecosystem of market-leading partner applications that integrates directly with an existing customized environment.

Modern cloud solutions lighten the load even further by utilizing REST APIs, sometimes

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called RESTful APIs. These APIs are incredibly lightweight to use and support because they are format agnostic, and they use less internet bandwidth to accomplish because they use HTTP protocols. As the organization's use of APIs grows over time, the burden on infrastructure remains minimal.

Utilization of flexible and scalable customizations paves the way for differentiation in today's highly competitive marketplace, with regard to both employee retention and customer loyalty. Quick-turn options like offering new digital channels for customer service, pre-built workflows to ensure proactive outreach and first contact resolution, and automated processes that eliminate complexity make it far simpler to accelerate innovations and stay ahead of the competition and customers' expectations.

CX Cloud Ecosystem

A native cloud platform is a wide-open gateway to innovation that can offer limitless opportunities for integration, innovation, and value realization. These opportunities multiply when there is a supporting ecosystem that crosses the aisle into other industry leading applications. An offering of pre-integrated applications such as AI virtual assistants, agent extensions, workflow, reporting, and more means that customization is as easy as browsing and selecting applications with click-to-buy or a free trial option. Workflows, pre-built connectors and applications for verticals such as payment processing, banking, insurance, and healthcare make it easy for IT leaders to maintain the competitive edge.

Beyond the technology, an open developer community completes the power of a cloud ecosystem. Like-minded IT leaders can tap into hundreds of APIs and software development kits (SDKs) that simplify integrations and development, access extensive documentation, FAQs, and tutorials, plus collaborate with other developers through online forums.

Beyond do-it-yourself customization, it is sometimes more beneficial to pull in cloud platform experts to help assess the existing infrastructure to uncover opportunities to streamline, reduce costs, and realize added value to the organization. A successful CX cloud ecosystem includes consulting and implementation services, business process outsourcing and teams of experts who can assist with the simplest to the most complex of needs.

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WHAT DOES ALL THIS MEAN
FOR IT LEADERS?

The transformative power of a comprehensive CX platform extends beyond improving customer satisfaction—it directly impacts the organization's bottom line and empowers IT departments to excel in their roles. By embracing a complete CX management platform, IT leaders can drive significant organizational benefits.

The benefits are compelling, from operational efficiency, cost savings, and enhanced security to worry-free compliance and beyond. Moving to a complete CX management system delivers the results your organization demands while freeing you to utilize greater capabilities for job growth, security, and satisfaction.

In the era of heightened customer expectations and intense competition, IT leaders must recognize the urgency and superior benefits of a complete CX management platform instead of various point solutions for CX applications. By embracing such a solution, you can lead your organization to new heights of customer-centricity, operational efficiency, and business growth. The time to adopt a complete CX management platform is now—to position your organization as an industry leader and deliver unparalleled experiences that drive customer retention and sustained improvement in business goals, operational KPIs and cost efficiency.