39

67

89

100

45

74

24

12

THE STATE OF CX

Real insights from the largest CX dataset

NICE

What can you learn from billions of interactions?
Boundless opportunity.

In the dynamic world of customer experience, variability—the inconsistency in service quality, response times, and outcomes across interactions—is a major challenge. This inconsistency frustrates customers and hinders brand loyalty. The key to success lies in delivering consistent, positive experiences that meet or exceed customer expectations every time.

NICE's analysis of billions of conversations across thousands of organizations—ranging from startups to industry giants, new adopters of CXone to seasoned users—reveals key insights. Happy customers, measured by positive sentiment, correlate directly with higher profitability. But beyond the numbers lies an even greater potential: the chance for brands to leverage purpose-built AI for CX to drive consistent experiences that directly improve business outcomes.

CXone customers are seizing this opportunity. While industry-wide CX trends waver, our clients show consistent year-over-year improvements in customer sentiment. They're leveraging AI to create more positive, consistent experiences.

This study highlights the significant variability in customer experiences across industries, revealing a powerful opportunity for brands. By addressing this variability, companies can differentiate themselves and gain a competitive edge in the ever-evolving customer experience landscape.

Are you ready to transform your CX challenges into your greatest strengths?

NICE Customer Sentiment Index

Customer sentiment is a critical focus of our research, reflecting how customers feel during every interaction. The NICE Customer Sentiment Index quantifies sentiment on a 0 to 100 scale on every interaction, offering clear benchmarks across industries.

Powered by purpose-built AI trained on the largest CX dataset and survey outcomes, it analyzes language patterns—tone, word choice, cadence—to capture the nuances of conversations. This AI-driven index provides essential insights into how sentiment influences customer satisfaction and business outcomes, making it a vital tool for understanding and enhancing customer experience.

> Explore the science of Customer Sentiment

NICE

TOP 5
INSIGHTS AT A GLANCE:

1 Happy customers drive exceptional business growth and stock performance.

2 Agents are your best brand ambassadors for customer satisfaction.

3 Positive agent soft-skill behaviors significantly boost customer sentiment.

4 Customer sentiment soars with unified AI hyper platform adoption.

5 The stakes of CX are higher than ever, yet most customer interactions with an agent are highly inefficient.

NICE

1 Happy customers drive exceptional business growth and stock performance.

2 Agents are your best brand ambassadors for customer satisfaction.

3 Positive agent soft-skill behaviors significantly boost customer sentiment.

4 Customer sentiment soars with unified AI hyper platform adoption.

5 The stakes of CX are higher than ever, yet most customer interactions with an agent are highly inefficient.

Happy customers drive exceptional business growth and stock performance.

35

12

29

6

18

NICE

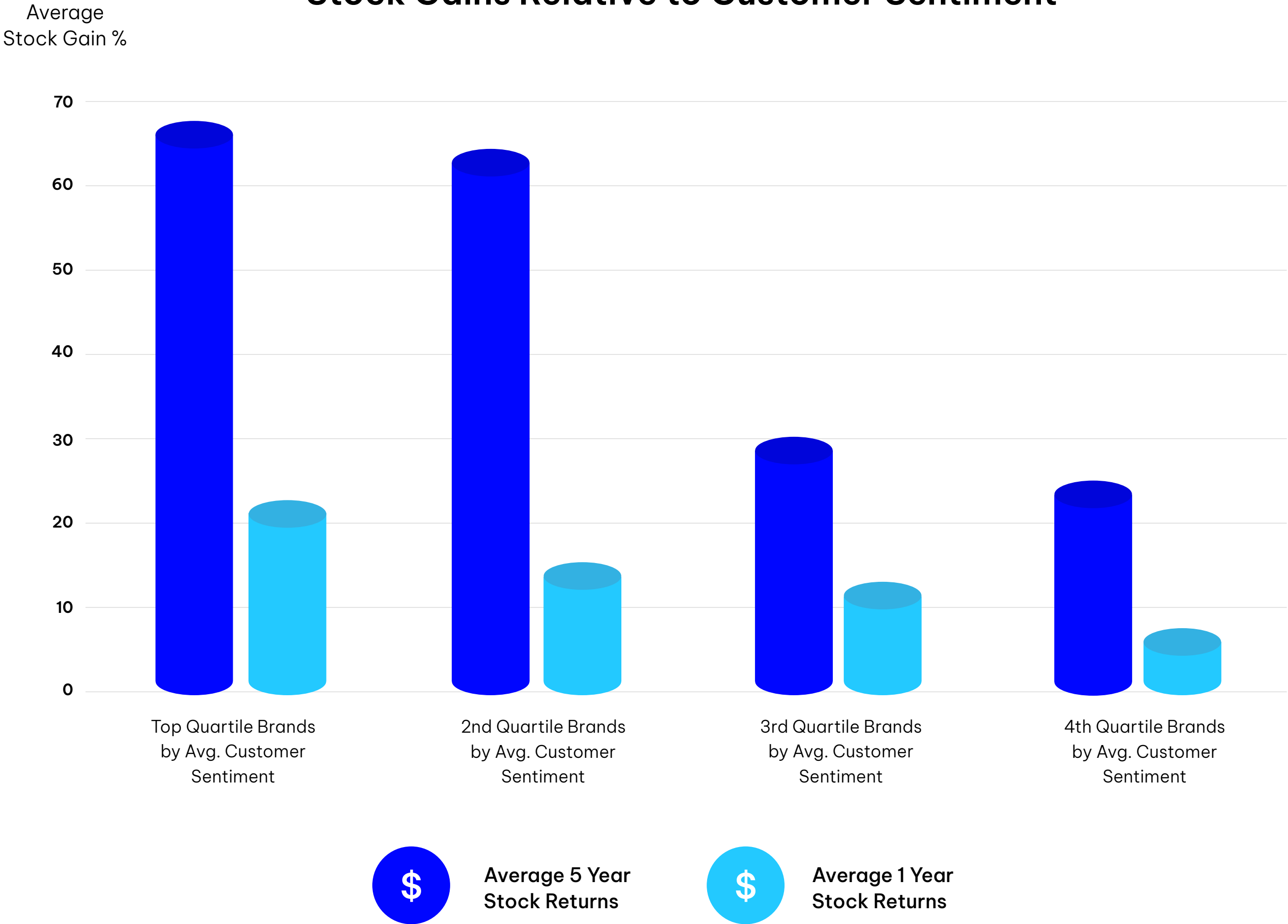| 1 Happy customers drive exceptional business growth and stock performance. | 2 Agents are your best brand ambassadors for customer satisfaction. | 3 Positive agent soft-skill behaviors significantly boost customer sentiment. | 4 Customer sentiment soars with unified AI hyper platform adoption. | 5 The stakes of CX are higher than ever, yet most customer interactions with an agent are highly inefficient. |

Brands excelling in customer sentiment **outperform their peers by an impressive 43 percentage points in stock returns over five years.**

This competitive advantage is accelerating, with a remarkable **15 percentage point gap** emerging in just the last year.

NICE

Exceptional Customer Experiences Drive Outsized Stock Gains

Stock Gains Relative to Customer Sentiment

Average Stock Gain %

Top Quartile Brands by Avg. Customer Sentiment

2nd Quartile Brands by Avg. Customer Sentiment

3rd Quartile Brands by Avg. Customer Sentiment

4th Quartile Brands by Avg. Customer Sentiment

$ Average 5 Year Stock Returns

$ Average 1 Year Stock Returns

NICE

1 Happy customers drive exceptional business growth and stock performance.

2 Agents are your best brand ambassadors for customer satisfaction.

3 Positive agent soft-skill behaviors significantly boost customer sentiment.

4 Customer sentiment soars with unified AI hyper platform adoption.

5 The stakes of CX are higher than ever, yet most customer interactions with an agent are highly inefficient.

Why should you care?

Customer sentiment directly correlates with a brand's overall value and future success. Investing in exceptional customer experiences yields substantial returns, directly impacting financial performance and market standing.

Creating positive customer experiences is about building lasting relationships that drive customer lifetime value. When brands consistently meet or exceed expectations, they foster loyalty, encourage repeat business, and turn customers into brand advocates.

In today's competitive landscape, the quality of customer care is a key differentiator. It shapes brand perception, influences market position, and ultimately drives profitability. By prioritizing customer sentiment, you're not just improving interactions—you're investing in your brand's future.

> " Improving CX By 1 Point Can Drive More Than 1 Billion Dollars in Revenue"
>
> **- Forrester**

Schmidt, Maxie. Et al. "Improving CX By 1 Point Can Drive More Than 1 Billion Dollars in Revenue." Forrester.com 7 Nov 2022

NICE

| 1 Happy customers drive exceptional business growth and stock performance. | 2 Agents are your best brand ambassadors for customer satisfaction. | 3 Positive agent soft-skill behaviors significantly boost customer sentiment. | 4 Customer sentiment soars with unified AI hyper platform adoption. | 5 The stakes of CX are higher than ever, yet most customer interactions with an agent are highly inefficient. |

HOW NICE HELPS

You can't improve what you can't measure.

NICE CXone analyzes all customer interactions across channels, revealing key trends in sentiment and behavior.

By understanding every touchpoint, you'll continuously enhance experiences and set new CX standards in your industry.

This helps you:

- Boost loyalty and sales
- Optimize costs
- Improve agent performance

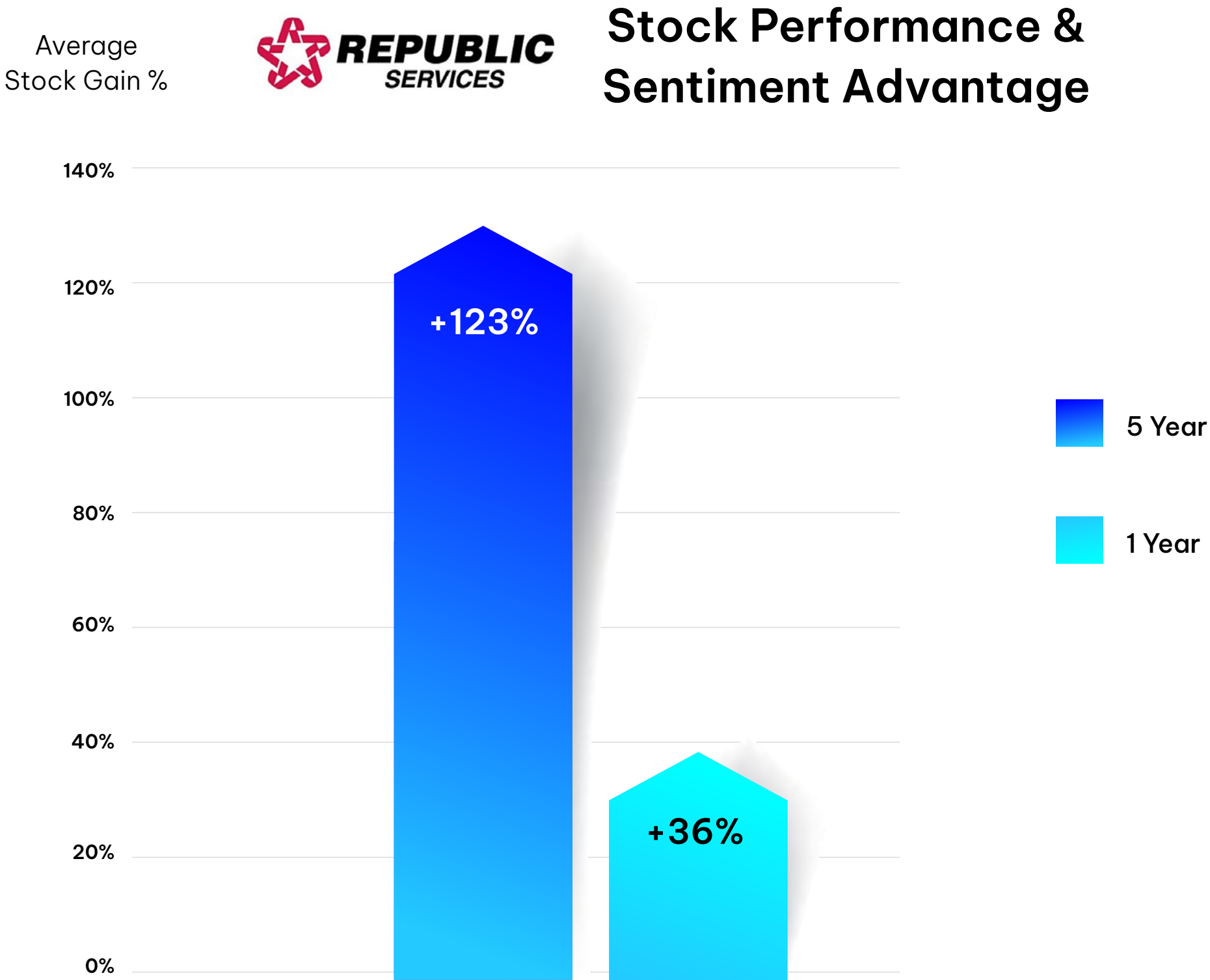**Our AI-powered solutions let you:**

- Track satisfaction drivers
- Identify common issues
- Enable data-driven coaching

"We've been able to set higher expectations and improve proficiency to really take our service and customer satisfaction to the next level."

- Morgan Gray
Senior Manager of Customer Experience
Republic Services

REPUBLIC SERVICES

Stock Performance & Sentiment Advantage

Average Stock Gain %

- 5 Year
- 1 Year

+123% (5 Year)
+36% (1 Year)

140%
120%
100%
80%
60%
40%
20%
0%

Learn More About Republic Services' Sentiment Advantage

Read the Case Study

NICE

1 Happy customers drive exceptional business growth and stock performance.	**2** Agents are your best brand ambassadors for customer satisfaction.	**3** Positive agent soft-skill behaviors significantly boost customer sentiment.	**4** Customer sentiment soars with unified AI hyper platform adoption.	**5** The stakes of CX are higher than ever, yet most customer interactions with an agent are highly inefficient.

KAISER PERMANENTE®

" 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.**"

Kelvin W. Chain
Pharmacy Call Center Regional Manager
Kaiser Permanente

See the impact

NICE

1 Happy customers drive exceptional business growth and stock performance.

2 Agents are your best brand ambassadors for customer satisfaction.
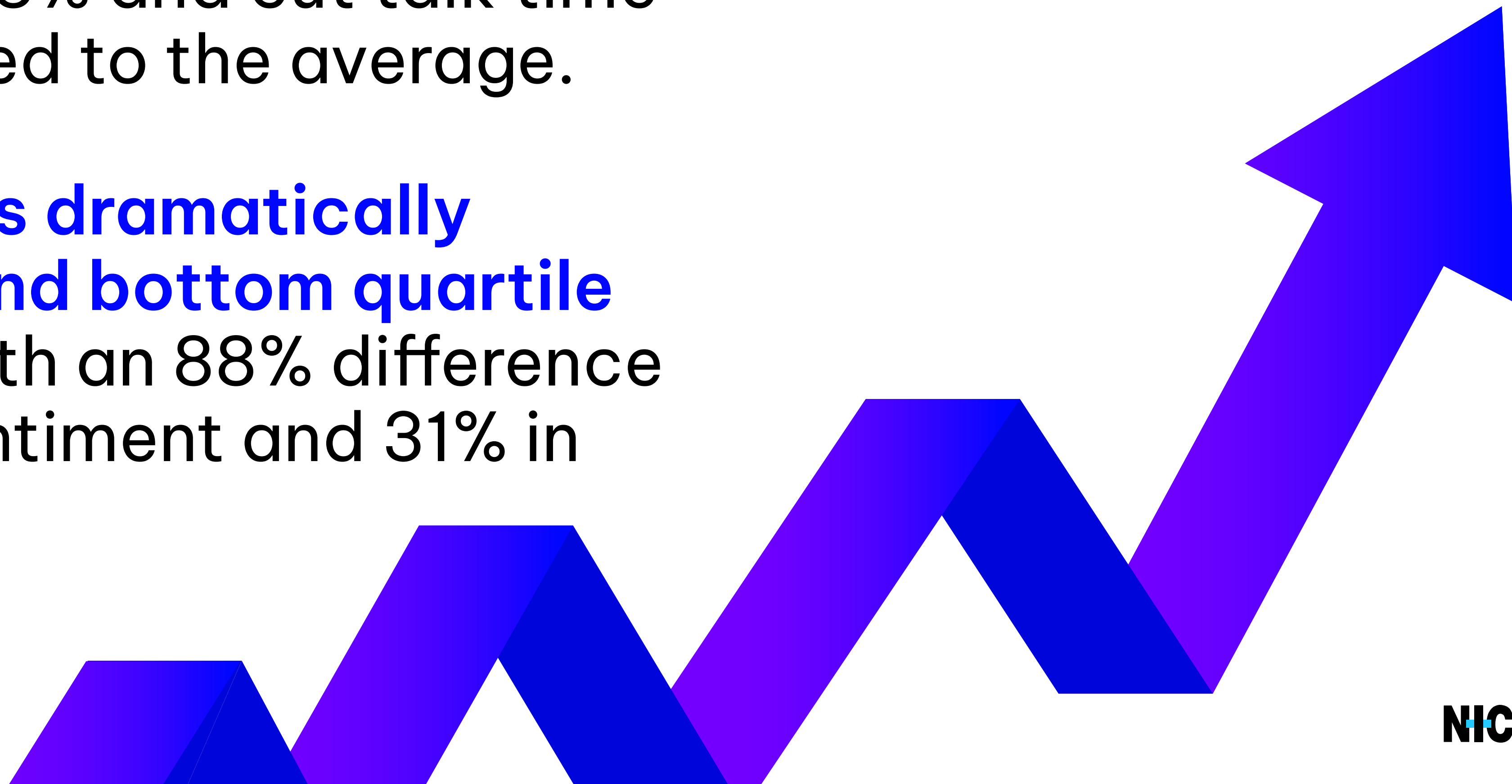
3 Positive agent soft-skill behaviors significantly boost customer sentiment.

4 Customer sentiment soars with unified AI hyper platform adoption.

5 The stakes of CX are higher than ever, yet most customer interactions with an agent are highly inefficient.

Agents are your **best brand ambassadors** for customer satisfaction.

85%

71%

58%

48%

76%

64%

NICE

1 Happy customers drive exceptional business growth and stock performance.

2 **Agents are your best brand ambassadors for customer satisfaction.**

3 Positive agent soft-skill behaviors significantly boost customer sentiment.

4 Customer sentiment soars with unified AI hyper platform adoption.

5 The stakes of CX are higher than ever, yet most customer interactions with an agent are highly inefficient.

Top agents **improve customer sentiment** by 38% and cut talk time by 11% compared to the average.
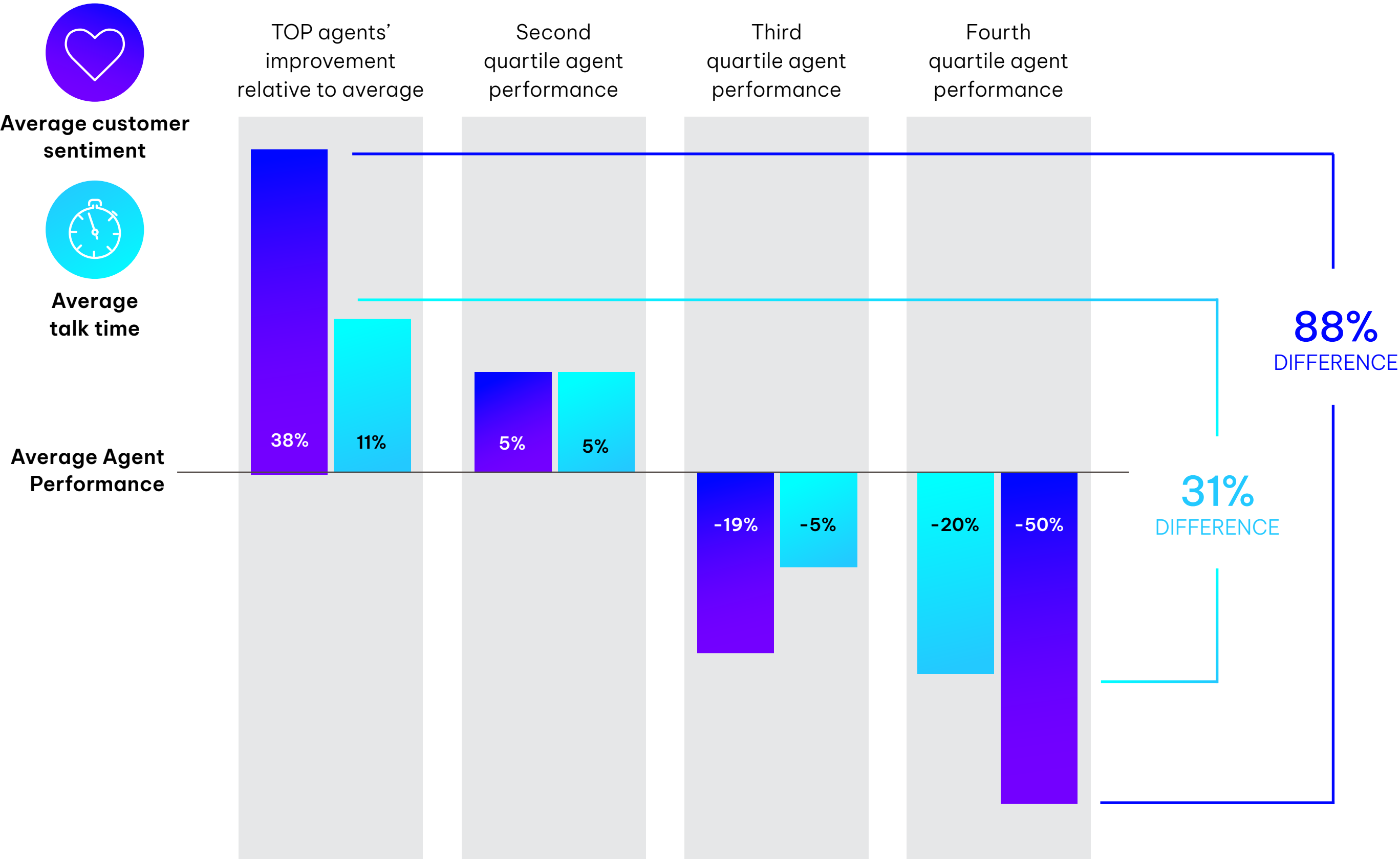
The **gap widens dramatically between top and bottom quartile performers**, with an 88% difference in customer sentiment and 31% in talk time.

NICE

| 1 | Happy customers drive exceptional business growth and stock performance. | **2** | **Agents are your best brand ambassadors for customer satisfaction.** | 3 | Positive agent soft-skill behaviors significantly boost customer sentiment. | 4 | Customer sentiment soars with unified AI hyper platform adoption. | 5 | The stakes of CX are higher than ever, yet most customer interactions with an agent are highly inefficient. |

Consistent Agent Performance Drives CX Excellence

Average customer sentiment

Average talk time

TOP agents' improvement relative to average

Second quartile agent performance

Third quartile agent performance

Fourth quartile agent performance

Average Agent Performance

38% 11%

5% 5%

-19% -5%

-20% -50%

88% DIFFERENCE

31% DIFFERENCE

NICE

1 Happy customers drive exceptional business growth and stock performance.

2 **Agents are your best brand ambassadors for customer satisfaction.**

3 Positive agent soft-skill behaviors significantly boost customer sentiment.

4 Customer sentiment soars with unified AI hyper platform adoption.

5 The stakes of CX are higher than ever, yet most customer interactions with an agent are highly inefficient.

Why should you care?

Agent variability reveals the potential to elevate CX across the board. While top agents deliver outstanding results, understanding the performance gap across the team allows organizations to raise overall CX quality. This variability isn't just a challenge; it's a clear pathway to improvement. By leveraging these insights, businesses can unlock greater consistency and achieve remarkable gains in both efficiency and customer satisfaction.

Analyzing the gap between top and bottom-performing agents uncovers a powerful opportunity: by bringing lower-performing agents closer to the average, organizations can improve Average Handle Time (AHT) by 13% and boost Customer Satisfaction (CSAT) by 35%. Rather than focusing on inconsistency, it's about maximizing the potential of every agent.**

This also supports high-performing agents by ensuring more even distribution of workloads, reducing the risk of burnout and improving overall job satisfaction. By addressing variability, organizations can optimize operational efficiency and ensure consistently high-quality service across the entire team.

> " AI-powered tools standardize processes, reducing agent variability and enhancing service consistency across touchpoints. This uniformity elevates customer experience, builds trust, and meets evolving expectations while minimizing errors and improving overall satisfaction. These tools are also vital to enhance and optimize agent experiences by reducing burnout, increasing productivity, and elevating employee engagement."
>
> **Omer Minkara**
> Aberdeen Research

NICE

1 Happy customers drive exceptional business growth and stock performance.

2 Agents are your best brand ambassadors for customer satisfaction.

3 Positive agent soft-skill behaviors significantly boost customer sentiment.

4 Customer sentiment soars with unified AI hyper platform adoption.

5 The stakes of CX are higher than ever, yet most customer interactions with an agent are highly inefficient.

HOW NICE HELPS

Five Ways NICE Helps Boost Agent Performance

1 Analyze 100% of interactions to identify trends, uncover hidden patterns, and ensure comprehensive insights into every customer-agent engagement for continuous improvement.

2 Establish a centralized, intelligent quality management system to standardize processes, identify improvement areas, and optimize agent performance across the entire organization.

3 Utilize AI Routing to intelligently match customers with the agents best equipped to address their specific needs and preferences, optimizing outcomes and satisfaction.

4 Deploy real-time Agent Assistance to provide instant, context-aware guidance, helping agents deliver consistent, high-quality service in every interaction.

5 Equip supervisors with a dedicated workspace and AI-driven insights, enabling them to become strategic leaders through real-time, proactive support that maximizes team performance.

NICE

| 1 Happy customers drive exceptional business growth and stock performance. | 2 Agents are your best brand ambassadors for customer satisfaction. | 3 Positive agent soft-skill behaviors significantly boost customer sentiment. | 4 Customer sentiment soars with unified AI hyper platform adoption. | 5 The stakes of CX are higher than ever, yet most customer interactions with an agent are highly inefficient. |

FIFTH THIRD BANK

" Enlighten AI **analyzes every interaction and provides additional intelligence on agent behaviors** for more effective coaching conversations that improve the customer experience. Our goal is to be number one from a customer experience standpoint, and NICE is helping us climb the ladder in those rankings."

Kevin Anderson
Speech Analytics Program Manager
Fifth Third Bank

Read the case study

NICE

| 1 Happy customers drive exceptional business growth and stock performance. | 2 Agents are your best brand ambassadors for customer satisfaction. | 3 Positive agent soft-skill behaviors significantly boost customer sentiment. | 4 Customer sentiment soars with unified AI hyper platform adoption. | 5 The stakes of CX are higher than ever, yet most customer interactions with an agent are highly inefficient. |

Positive agent soft-skill behaviors significantly boost customer sentiment.

NICE

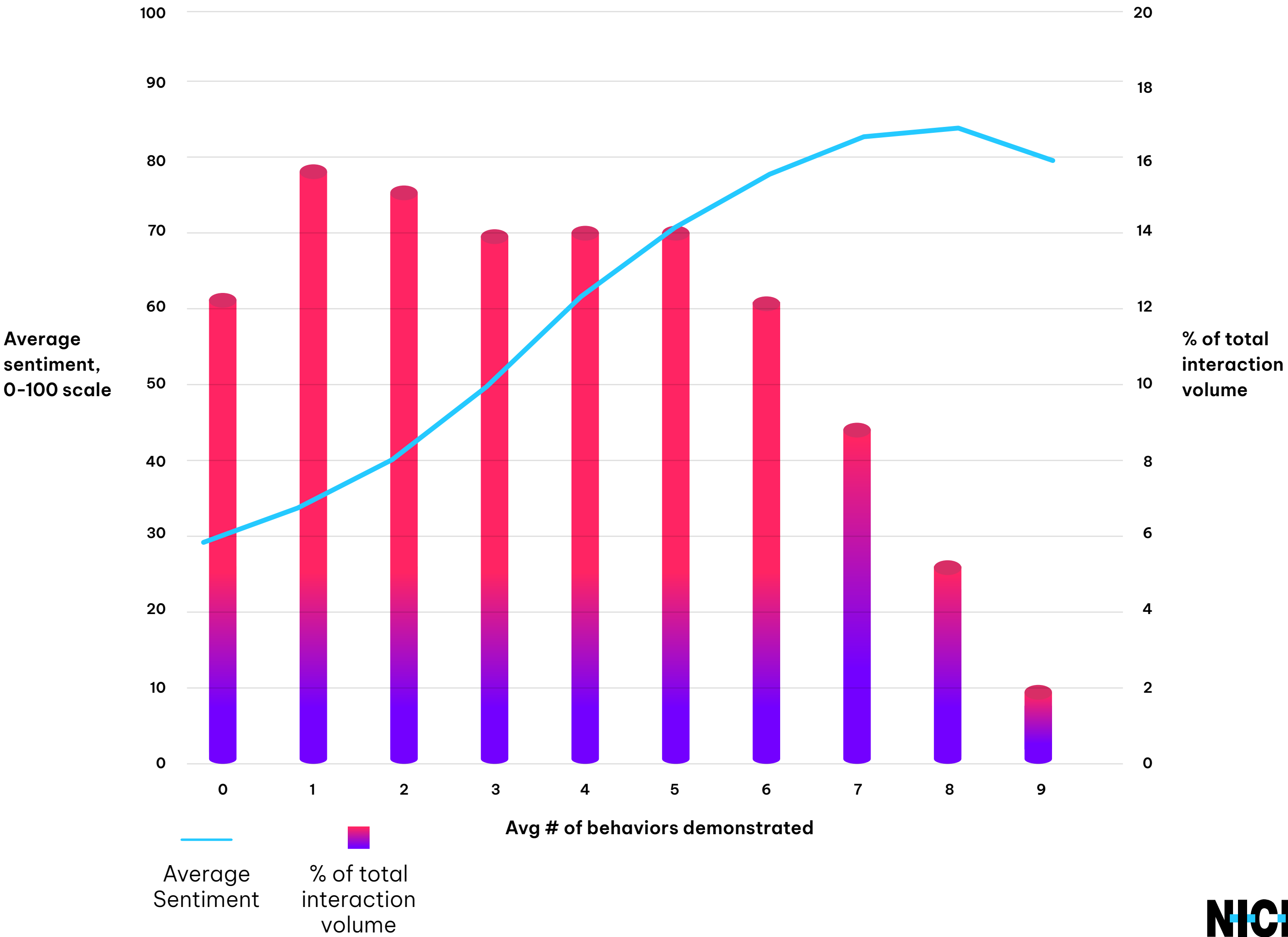|	
1	Happy customers drive exceptional business growth and stock performance.
2	Agents are your best brand ambassadors for customer satisfaction.
3	Positive agent soft-skill behaviors significantly boost customer sentiment.
4	Customer sentiment soars with unified AI hyper platform adoption.
5	The stakes of CX are higher than ever, yet most customer interactions with an agent are highly inefficient.

On a 0-100 scale, customer **sentiment soars by 50 points as agents demonstrate more positive behaviors**, emphasizing the impact of soft-skills.

NICE

| 1 Happy customers drive exceptional business growth and stock performance. | 2 Agents are your best brand ambassadors for customer satisfaction. | 3 Positive agent soft-skill behaviors significantly boost customer sentiment. | 4 Customer sentiment soars with unified AI hyper platform adoption. | 5 The stakes of CX are higher than ever, yet most customer interactions with an agent are highly inefficient. |

Customer Sentiment Increases with More Positive Agent Behaviors

Average sentiment, 0-100 scale

% of total interaction volume

Avg # of behaviors demonstrated

Average Sentiment

% of total interaction volume

NICE

| 1 Happy customers drive exceptional business growth and stock performance. | 2 Agents are your best brand ambassadors for customer satisfaction. | 3 Positive agent soft-skill behaviors significantly boost customer sentiment. | 4 Customer sentiment soars with unified AI hyper platform adoption. | 5 The stakes of CX are higher than ever, yet most customer interactions with an agent are highly inefficient. |

Why should you care?

While customers' expectations are ever-evolving, **agents remain a cornerstone in differentiating experiences.** Agents face increasingly complex, multi-channel interactions with demanding customers, which requires them to possess broader knowledge, diverse skills, and enhanced personalization capabilities.

Recognizing the profound impact of positive agent behaviors provides organizations with a clear path to success. By emphasizing soft skills over mere process and technical training, companies can empower agents to deliver high-impact customer experiences. It's not enough to

relay to agents and front-line workers to "make customers happy" or to shorten call times; instead, provide your team with specific instructions on how to deliver top experiences.
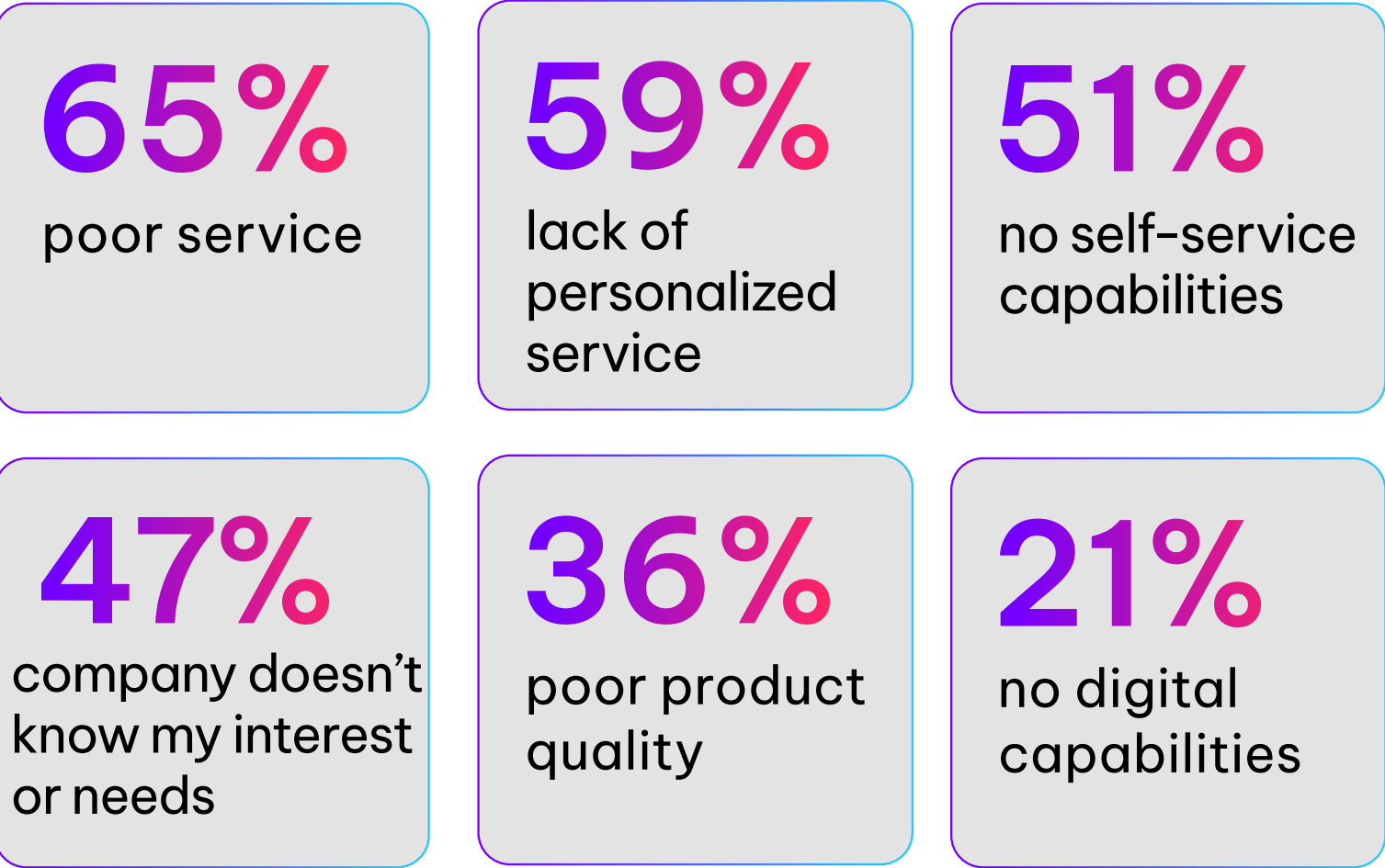
AI-driven augmentation plays a vital role in helping agents excel. With AI, agents have access to customer history, ideal workflows, and real-time insights, enabling them to enhance the quality of every interaction. The result? Happier customers, more effective agents, and stronger business outcomes.

The stakes for differentiating through CX are higher than ever, and investing in soft skills is a sure way to deliver standout experiences.

The Need for Positive Agent Behaviors

In a study by Omdia, consumers were asked "What are the top reasons that negatively affected your customer loyalty within the past year?"

Agents Can Influence the Top Four Reasons

| **65%** poor service | **59%** lack of personalized service | **51%** no self-service capabilities |
| **47%** company doesn't know my interest or needs | **36%** poor product quality | **21%** no digital capabilities |

Omdia, Mind the Gap: A Custom Study for NICE, 2024

NICE

| 1 Happy customers drive exceptional business growth and stock performance. | 2 Agents are your best brand ambassadors for customer satisfaction. | 3 Positive agent soft-skill behaviors significantly boost customer sentiment. | 4 Customer sentiment soars with unified AI hyper platform adoption. | 5 The stakes of CX are higher than ever, yet most customer interactions with an agent are highly inefficient. |

HOW NICE HELPS

Amplify Soft-Skills to Improve CX

NICE's Enlighten, purpose-built AI for CX, enhances soft-skill development by:

- Measuring critical soft-skills across all interactions
- Providing objective, consistent evaluation
- Enabling targeted, data-driven coaching

By combining emotional intelligence with AI-powered insights, NICE helps organizations:

- Create uniquely satisfying customer experiences
- Set new industry standards in CX
- Secure a lasting competitive advantage

As the balance between human touch and AI technology continues to shape the future of CX, organizations that leverage this synergy will define new standards and build a competitive edge in an increasingly customer-centric market.

Behaviors that Influence Customer Sentiment

Inappropriate Action	Promote Self-Service	Acknowledge Loyalty
Demonstrate Ownership	Build Rapport	Be Empathetic
Effective Questioning	Set Expectations	Active Listening

The very best agents deliver outstanding experiences

| **259%** more positive calls | **25%** shorter calls | **53%** less repeat calls | **53%** less non-talk time |

Learn more about Enlighten AI for Customer Satisfaction

NICE

| 1 | Happy customers drive exceptional business growth and stock performance. | 2 | Agents are your best brand ambassadors for customer satisfaction. | **3 Positive agent soft-skill behaviors significantly boost customer sentiment.** | 4 | Customer sentiment soars with unified AI hyper platform adoption. | 5 | The stakes of CX are higher than ever, yet most customer interactions with an agent are highly inefficient. |

ONE
OPEN NETWORK EXCHANGE

" We are able to **dial into what specific behavioral traits we should be looking for in our contact center based off of previous data.** I can look at frustration, I can look at silence. **Enlighten helps automate the identification of agents who may be call avoiding or who may need coaching on product knowledge or a soft skill.** I can look for calls where certain specific keywords are mentioned without having to listen to every single phone call within the system. It has changed the way I look at quality. **Instead of listening to phone calls, we are analyzing data.**"

Alexandra Doucet
Quality Assurance Manager
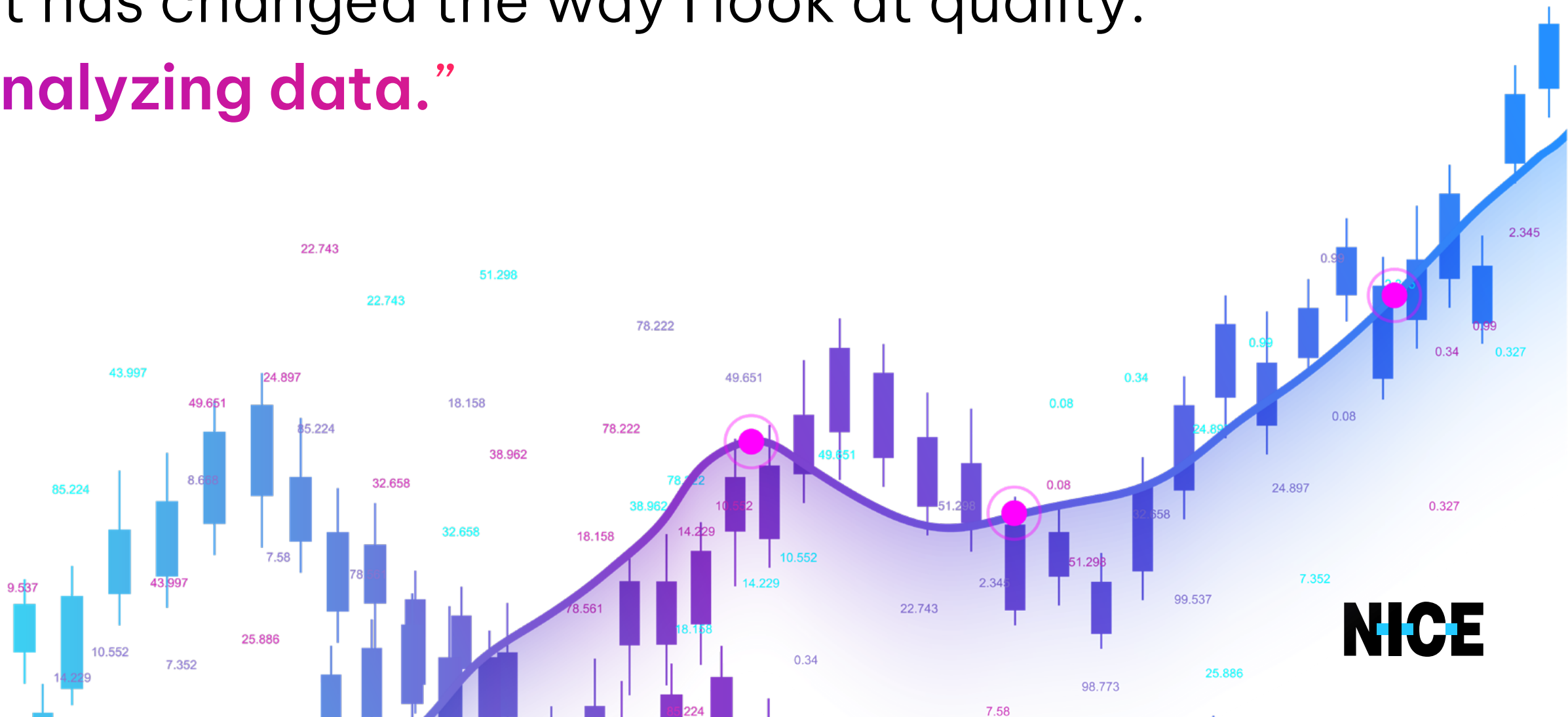Open Network Exchange (ONE)

▶ **Read the case study**

NICE

| 1 | Happy customers drive exceptional business growth and stock performance. | 2 | Agents are your best brand ambassadors for customer satisfaction. | 3 | Positive agent soft-skill behaviors significantly boost customer sentiment. | 4 | Customer sentiment soars with unified AI hyper platform adoption. | 5 | The stakes of CX are higher than ever, yet most customer interactions with an agent are highly inefficient. |

Customer sentiment soars with unified AI hyper platform adoption

NICE

1 Happy customers drive exceptional business growth and stock performance.

2 Agents are your best brand ambassadors for customer satisfaction.

3 Positive agent soft–skill behaviors significantly boost customer sentiment.

4 Customer sentiment soars with unified AI hyper platform adoption.

5 The stakes of CX are higher than ever, yet most customer interactions with an agent are highly inefficient.

In two years, organizations with CXone Mpower **achieved a 16% increase in customer sentiment** by orchestrating multiple CX solutions on the industry's first unified AI hyper platform.

NICE

| 1 | Happy customers drive exceptional business growth and stock performance. | 2 | Agents are your best brand ambassadors for customer satisfaction. | 3 | Positive agent soft-skill behaviors significantly boost customer sentiment. | **4** | **Customer sentiment soars with unified AI hyper platform adoption.** | 5 | The stakes of CX are higher than ever, yet most customer interactions with an agent are highly inefficient. |

Sentiment Increases for CXone Mpower Customers

16% Customer Sentiment Increase

Sentiment Increases for NICE Customers

2022   2023   2024

YEAR

NICE

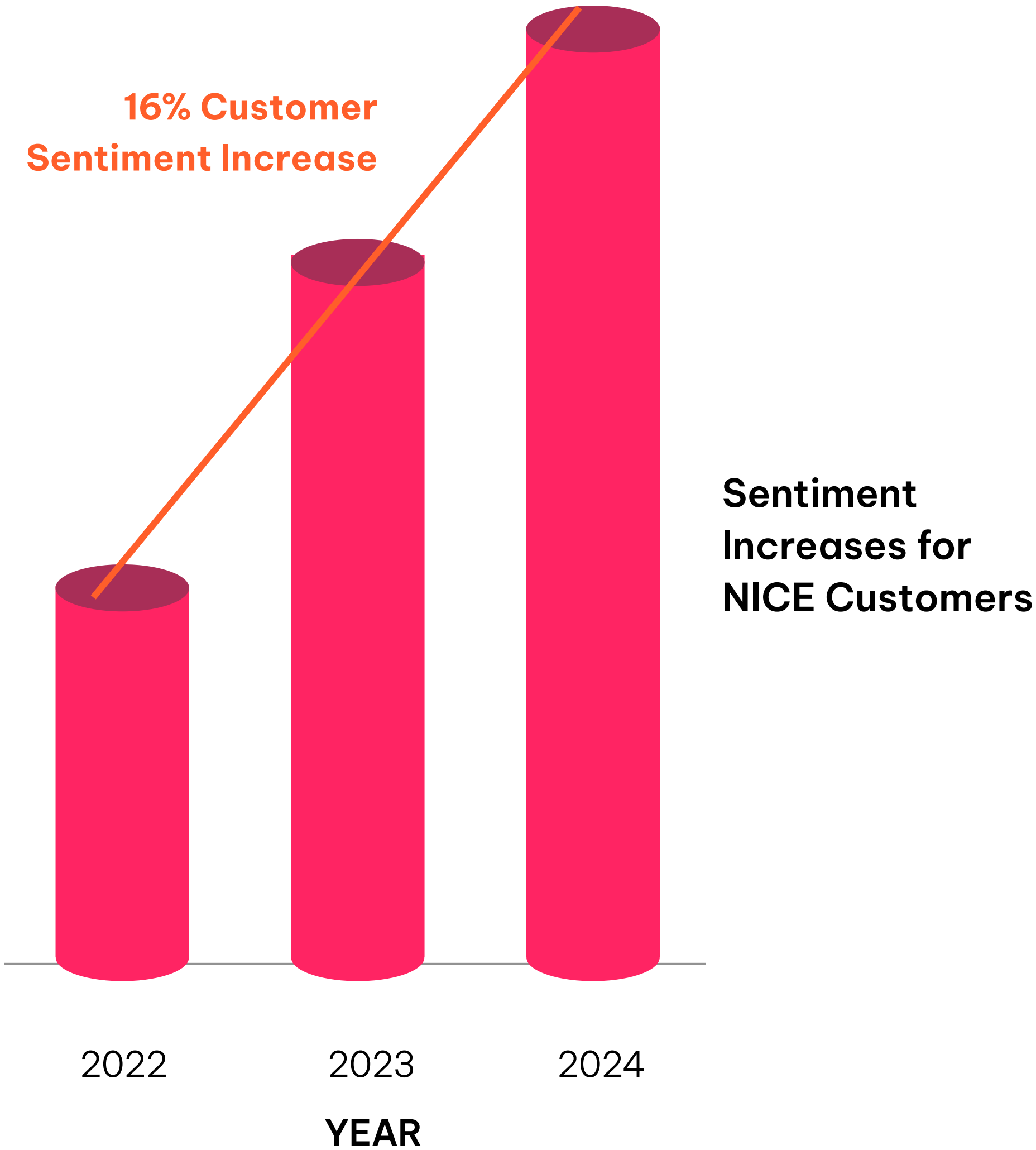| 1 | Happy customers drive exceptional business growth and stock performance. | 2 | Agents are your best brand ambassadors for customer satisfaction. | 3 | Positive agent soft-skill behaviors significantly boost customer sentiment. | **4 Customer sentiment soars with unified AI hyper platform adoption.** | 5 | The stakes of CX are higher than ever, yet most customer interactions with an agent are highly inefficient. |

Why should you care?

How do you measure customer sentiment at your organization? Are you trending up, down, or somewhere in between? **Understanding customer sentiment— *from your own customers*—is crucial to developing a differentiated CX strategy.** While industry survey data[1] offers a starting point, they're limited in actionable insights. Instead, by learning from their organizations' interactions, C-Suite leaders translate sentiment data into targeted action to improve sentiment – earning them the 16% increase in sentiment that outperforms industry survey trends.

Customer interactions are the ultimate source of truth for measuring sentiment. AI captures every interaction, providing an objective, consistent view of customer experience. With data points outnumbering surveys by the billions, AI-driven insights offer a comprehensive picture of sentiment and its key drivers.

For C-Suite leaders, these insights allow for smarter resource allocation. No data is more powerful than your own to inform your strategy and budget. Additionally, the positive correlation between customer sentiment and stock price reinforces the importance of investing in this key metric.

[1] Forbes: Why Customer Experience Quality is Simultaneously Soaring & Plummeting

Poor experiences, even if infrequent, can lead to customer dissatisfaction and negative word-of-mouth.

A 2024 Omdia survey commissioned by NICE found that of the consumers in the survey who suffered a bad customer experience,

| **49%** told their friends and family members about it | **69%** posted about it online | **33%** of consumers switched to a competitor |

With the prevalence of social media and online reviews, the effect of negative experiences can quickly spread, impacting customer retention efforts.

Omdia, Mind the Gap: A Custom Study for NICE, 2024

NICE

1 Happy customers drive exceptional business growth and stock performance.

2 Agents are your best brand ambassadors for customer satisfaction.

3 Positive agent soft-skill behaviors significantly boost customer sentiment.

4 **Customer sentiment soars with unified AI hyper platform adoption.**

5 The stakes of CX are higher than ever, yet most customer interactions with an agent are highly inefficient.
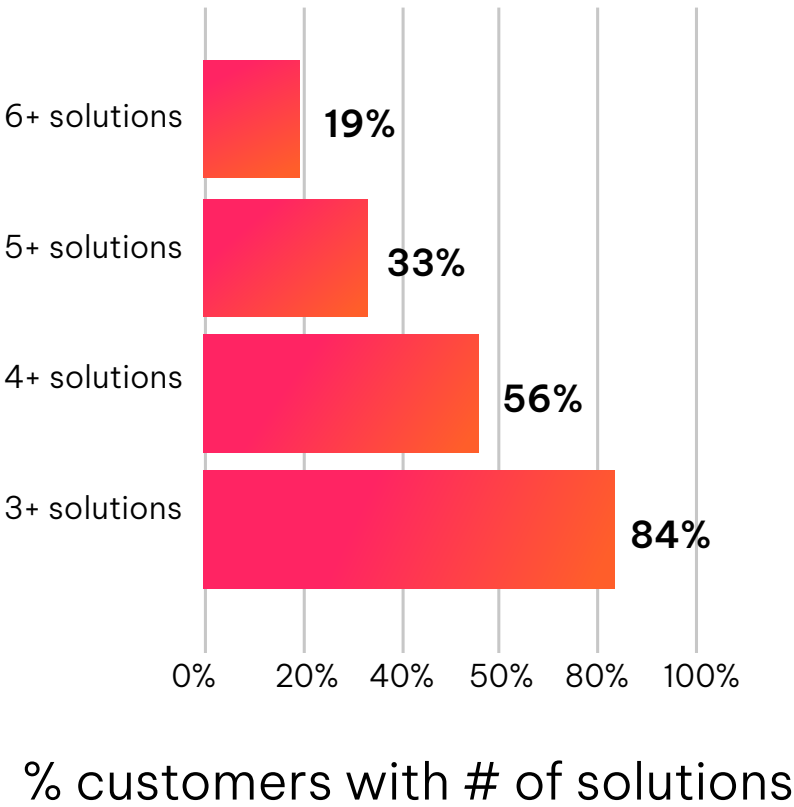
HOW NICE HELPS

Maximize Brand Performance with CXone Mpower's Unified Platform

Survey-based reports give an overall sense of customers' expectations, however for leaders looking to improve, it can be challenging to pull these insights into actionable next steps. Instead, if you can learn from your own interactions, and take action based on them, there is immense opportunity to differentiate on experience.

To improve sentiment, it's often multiple areas of the business that can benefit from specific insights. That's why NICE offers a single, unified, scalable AI platform to manage customer service strategies, simplifying the leap from measuring sentiment to taking action to improve sentiment. By seamlessly orchestrating workflows, agents, and knowledge, CXone Mpower enables faster access to pinpoint the next steps to achieve business goals.

By addressing multiple use cases through one interconnected CX platform, the gains in customer sentiment multiply. **Eighty-four percent** of CXone Mpower customers use **three or more solutions**, and nearly one-fifth use 6 or more interconnected solutions to improve sentiment.

NICE Customers Adopt Multiple Solutions

6+ solutions	19%
5+ solutions	33%
4+ solutions	56%
3+ solutions	84%

0% 20% 40% 50% 80% 100%

% customers with # of solutions

Marriott International eliminated 11 vendor solutions with CXone, consolidating its tech stack and gaining powerful interoperability.

" We've heard from agents all the way up to senior vice presidents that this was the best transition to a new technology product they've ever seen at Marriott. Statements like those don't happen without a good partner like NICE."

– KRISTINA HEIDESCH
Director Of Customer Engagement Centers
Marriott

Read the case study

NICE

| 1 Happy customers drive exceptional business growth and stock performance. | 2 Agents are your best brand ambassadors for customer satisfaction. | 3 Positive agent soft-skill behaviors significantly boost customer sentiment. | **4 Customer sentiment soars with unified AI hyper platform adoption.** | 5 The stakes of CX are higher than ever, yet most customer interactions with an agent are highly inefficient. |

SONY

66 After implementing NICE CXone, Sony recorded higher customer satisfaction rates across all channels, and at historic peaks. **"Working with NICE, we've achieved the best customer satisfaction ratings that we've ever seen."**

Roger Brewer
Director of Service Tools and Technology,
Sony

> Get the case study

NICE

1 Happy customers drive exceptional business growth and stock performance.

2 Agents are your best brand ambassadors for customer satisfaction.

3 Positive agent soft-skill behaviors significantly boost customer sentiment.

4 Customer sentiment soars with unified AI hyper platform adoption.

5 The stakes of CX are higher than ever, yet most customer interactions with an agent are highly inefficient.

The stakes of CX are higher than ever, yet most customer interactions with an agent are highly inefficient.

100%

92%

82%

68%

47%

37%

35%

12%

NICE

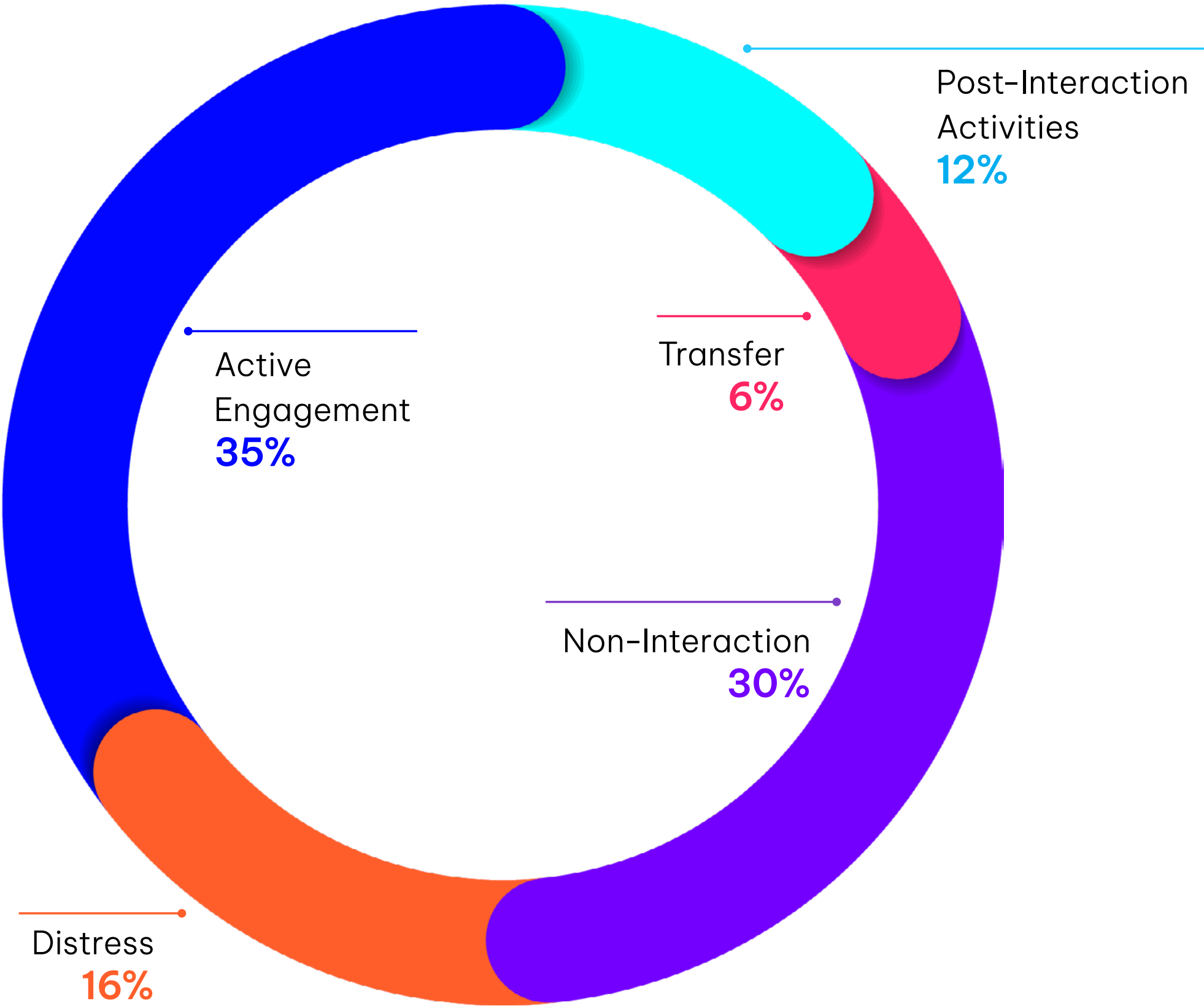|				
1 Happy customers drive exceptional business growth and stock performance.	2 Agents are your best brand ambassadors for customer satisfaction.	3 Positive agent soft-skill behaviors significantly boost customer sentiment.	4 Customer sentiment soars with unified AI hyper platform adoption.	5 The stakes of CX are higher than ever, yet most customer interactions with an agent are highly inefficient.

Only 35% of the time agents spend interacting with customers **positively influences the experience.**

Companies squander the remaining 65% on non-interaction, transfers, post-interaction, and managing customer distress, highlighting a critical **need for efficiency and engagement improvements.**

NICE

1 Happy customers drive exceptional business growth and stock performance.

2 Agents are your best brand ambassadors for customer satisfaction.

3 Positive agent soft-skill behaviors significantly boost customer sentiment.

4 Customer sentiment soars with unified AI hyper platform adoption.

5 The stakes of CX are higher than ever, yet most customer interactions with an agent are highly inefficient.

In CX, Time is Money
(and Effort!)

Post-Interaction Activities
12%

Transfer
6%

Active Engagement
35%

Non-Interaction
30%

Distress
16%

Only 35% of interaction time positively influences CX.

Active Engagement = productive problem-solving

Post-interaction activities = documentation and follow-up work

Transfer time = repeated information

Non-Interaction time = on hold or no dialogue

Distress time = ineffective engagement

NICE

| 1 | Happy customers drive exceptional business growth and stock performance. | 2 | Agents are your best brand ambassadors for customer satisfaction. | 3 | Positive agent soft-skill behaviors significantly boost customer sentiment. | 4 | Customer sentiment soars with unified AI hyper platform adoption. | 5 | The stakes of CX are higher than ever, yet most customer interactions with an agent are highly inefficient. |

Why should you care?

Customer service expectations are as high as ever. Eighty-seven percent of customer support teams report that customer service expectations have increased in the past year.[1] Yet, despite consumer desires for quick, effective, and personalized service, a large portion of every interaction is instead spent on activities that do not directly—nor positively—impact customers' experience.

The pressure is on your agents, who serve as the face of your brand, often being the first and only point of human contact. In a matter of moments, agents need to be able to assess the issue and offer a resolution— all while personalizing the interaction and offering a human touch.

Inefficient customer interactions also mean wasted time and money for a company. The precious time an agent spends transferring a customer to another agent, putting a customer on hold, or taking notes on an interaction could be spent serving another customer waiting in queue. As the moments tick by, customers' patience wears thin and makes it even harder to please them once they reach an agent.

On the flip side, brands that meet customer expectations are amply rewarded. Sixty-seven percent of consumers are just as happy when receiving friendly interactions as they are receiving freebies or discounts.[2] And happier customers buy again and again. Engaging and satisfying customers is top priority for brands to continue to thrive and grow in the competitive market.

> 66 **44% of customers will stop doing business with a company after just one poor experience."**
>
> **– Metrigy**
>
> Transforming Customer Experience: Six Vital Projects to Help Improve CX (2023)

1: Intercom Customer Service Trends Report 2024

2: NICE International Happiness Index 2024: Putting people first: balancing AI and the human touch in customer service

NICE

| 1 | Happy customers drive exceptional business growth and stock performance. | 2 | Agents are your best brand ambassadors for customer satisfaction. | 3 | Positive agent soft-skill behaviors significantly boost customer sentiment. | 4 | Customer sentiment soars with unified AI hyper platform adoption. | 5 | The stakes of CX are higher than ever, yet most customer interactions with an agent are highly inefficient. |

HOW NICE HELPS

Enlighten Copilot helps make the most of every interaction

With sky-high expectations and only seconds to meet them, companies need real-time AI-driven assistance to maximize their interactions with customers. Enlighten Copilot, purpose-built for CX, provides agents with instant guidance and insights. These capabilities understand each customer's unique needs and dynamically assist agents in personalizing every conversation.

With Enlighten Copilot's AI-powered insights, agents can tailor their responses quickly and accurately, using real-time data from across touchpoints. By combining personal context with knowledge, agents can deliver fast, precise interactions that leave customers satisfied and engaged.

" Instead of approaches that employ an ocean of undifferentiated data, **they need 'CX AI' that is trained on company and customer-specific data** that can drive personalized, effective outcomes. Investing in this approach now is foundational to any strategy that differentiates their brand in the Conversational AI era and future-proofs their business operations for years to come."

–Opus Research, on the power of differentiating with CX AI

NICE

| 1 Happy customers drive exceptional business growth and stock performance. | 2 Agents are your best brand ambassadors for customer satisfaction. | 3 Positive agent soft-skill behaviors significantly boost customer sentiment. | 4 Customer sentiment soars with unified AI hyper platform adoption. | 5 The stakes of CX are higher than ever, yet most customer interactions with an agent are highly inefficient. |

HYATT®

"We chose Enlighten Copilot to provide an easier experience to our agents through Gen AI, driving quicker and more effective responses to our guests, enhancing our ability to advance care. We also expect Copilot will drive efficiency within our Contact Center, **saving money while improving the experience of our agents and guests!"**

Brian Stoner
Vice President of GPGS
Hyatt

→ **See more success**

NICE

TOP 5
INSIGHTS AT A GLANCE:

1

Happy customers drive exceptional business growth and stock performance.

2

Agents are your best brand ambassadors for customer satisfaction.

3

Positive agent soft-skill behaviors significantly boost customer sentiment.

4

Customer sentiment soars with unified AI hyper platform adoption.

5

The stakes of CX are higher than ever, yet most customer interactions with an agent are highly inefficient.
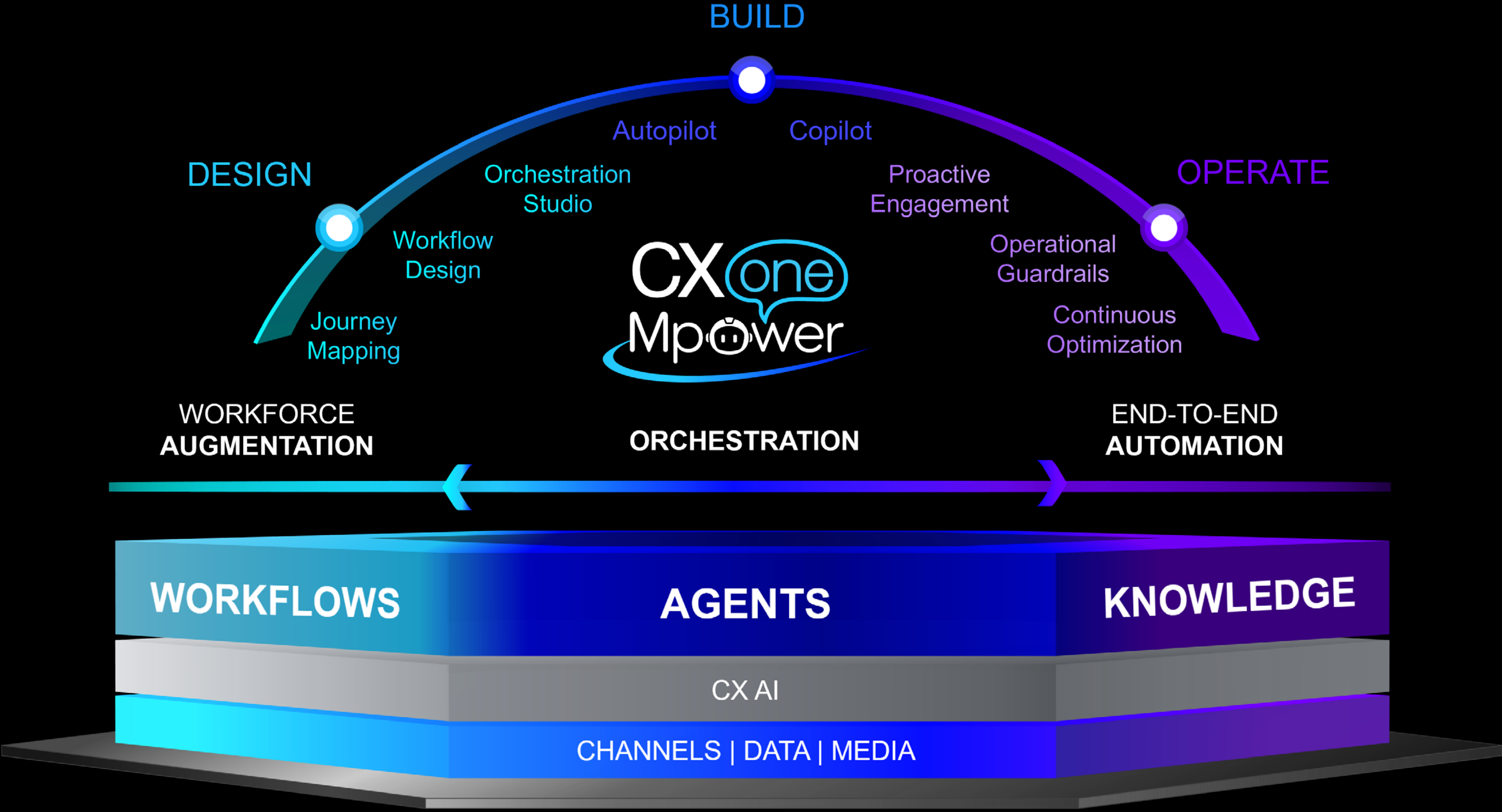
NICE

How CXone Mpower can help.

CXone Mpower delivers a complete, connected, and intelligent CX AI hyper platform that equips organizations with everything needed to provide extraordinary service. Designed to help businesses of all sizes deliver exceptional customer experiences, CXone Mpower delivers end-to-end automation across the entire customer service journey. By unifying workflows, agents, and knowledge all on one platform, CXone Mpower transforms traditional customer service into a proactive AI-powered experience at unmatched scale.

CXone Mpower breaks down silos between customer-facing and back-office operations, ensuring faster resolutions and greater continuity across all touchpoints. This unified approach meets the ultimate priority of efficiency and elevated customer satisfaction.

As the leader in cloud contact center solutions, CXone Mpower 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 Mpower provides the complete, connected, intelligent platform you need to succeed.

Get in Touch

BUILD

DESIGN

OPERATE

Autopilot   Copilot

Orchestration
Studio

Proactive
Engagement

Workflow
Design

Operational
Guardrails

Journey
Mapping

CX one
Mpower

Continuous
Optimization

WORKFORCE
AUGMENTATION

ORCHESTRATION

END-TO-END
AUTOMATION

WORKFLOWS   **AGENTS**   **KNOWLEDGE**

CX AI

CHANNELS | DATA | MEDIA

NICE

THE STATE OF CX

Real insights from the largest CX dataset

NICE

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