



**NICE** · nexidia

 **business**systems

**Nexidia Analytics**

CUSTOMER ENGAGEMENT  
ANALYTICS PORTFOLIO

Companies today face several critical business challenges – the need to increase revenue and market share, acquire new customers and retain existing ones, drive operational efficiencies, ensure corporate and regulatory compliance, and increase overall customer satisfaction.

Analytics lives in the core of every business. It requires the right approach, knowledge, and organizational alignment in order to succeed. According to a recent NICE customer survey, customer experience has overtaken price and product as the key brand differentiator for consumers. But gaining the skills and insight needed to achieve best in class customer experiences requires that you build analytics into your very nature.

On the micro level, we provide you with deep insights on how to improve the quality and effectiveness of masses of individual interactions. On the macro level, we provide solutions that enable you to track and understand the customer's entire journey across all touchpoints.

As the only company analyzing and correlating all levels of each customer engagement, NICE Nexidia brings a unique added value. It adds context to each interaction, allowing for a granular understanding of every element of the journey. At the heart of customer engagement analytics is Nexidia Analytics.

Customers demand a unified interaction analytics platform that will accurately search, identify, and draw conclusions from a single pool of audio, chat, e-mail, and text interactions. Not only does NICE Nexidia provide best-in-class text and speech analysis, it's one of the first tools of its kind that truly offers common metrics and a single interface that enables users to seamlessly organize, analyze and operationalize this data.

NICE Nexidia instills analytics deeply into organizations, providing valuable insights about customer behavior over every touchpoint of their journey with the enterprise. With the ability to mine vital agent and customer data that is assembled from any source, including audio, chat, e-mail, SMS, surveys, and social media, organizations begin to live and breathe by the analytical insights found in the troves of information at their fingertips.

All sources of data are brought together into one, giving organizations the ability to look closely into correlations and trends, to uncover root causes and build predictive models to ultimately improve both agent and customer experiences while inevitably saving costs and reducing customer effort.

## VALUABLE INSIGHTS

NICE Nexidia helps uncover valuable insights about customer behavior over their full journey with the enterprise, create long-lasting relationships with them, and improve their business outcomes. These insights provide answers to questions such as:

- **Exactly why are customers contacting our company?**  
What are the product or process issues that need to be addressed?
- **What sales offers have we been making?**  
Which ones resonate with which prospects and customers – and why?
- **What competitive intelligence can we gather from our customers?**
- **Which agents excel at customer service and what makes them successful?**
- **Where do we need to improve our customers' experiences?**  
Where can we make it easier for them to find information they need without needing to contact us?



## Breakthrough Technology Framework

NICE Nexidia's significant innovation is a single ingest pipeline that sorts, searches, analyzes, and cross-references data from however many text and audio inputs the customer needs. NICE Nexidia provides the only truly omnichannel, comprehensive view of customer interactions in the industry. Users can make use of this innovation in a number of ways.

### OMNICHANNEL SEARCH

- Use Nexidia's user friendly Visual Query Builder to search data sets across all interaction channels with threshold settings to allow for flexibility in spoken or written phrase detection (such as typos or broken speech patterns).
- As searches become more specific, the Query Builder allows for multiple queries to be built on one another or linked to specific interaction channels, with more advanced operators such as AND, OR, BEFORE, AND NOT, SUBSET, or TIMING.

### OMNICHANNEL DISCOVERY

- Using a comprehensive data set, discovery word clouds make it possible to visually identify frequently used phrases across multiple interaction channels – text, speech, and audio.
- Different data views allow for discovery along one channel or several together, making it easy to identify trending phrases whether spoken or written, numbers of interactions containing those specific phrases, and phrases that are similar to one another or used in the same context.

### ADVANCED OMNICHANNEL TAXONOMY OF TOPICS

- Build out a series of specific behavioral events that are indicators of positive or negative influence on the desired business outcome.
- Study information across all channels to see if customer conversations are similar across voice and text interactions, or different, and find out why.
- Continually monitor trends to track upward and downward movement, and gain insight into emerging new trends while ensuring initial KPIs.

### OMNICHANNEL REPORTS

- Capture the metrics needed from any set of queries using one of Nexidia's standard reports, or build custom reports as various business objectives require different sets of information.
- Obtain reports on what customers are calling, chatting, and emailing about most frequently across all the interaction channels.
- Track customer activity across channels, such as support queries that start out over email and escalate to chat.
- Create reports designed to study outliers, such as negative and positive sentiment scores or numbers of service calls scheduled across various contact centers.

The image displays three overlapping screenshots of the NEXIDIA ANALYTICS dashboard. The top screenshot shows a report titled 'Resolution Methods: Channel Available Shortly' with a bar chart and a list of related reports. The middle screenshot shows a word cloud with terms like 'channel available shortly', 'internet speed', 'multi room dvr', and 'activation fee'. The bottom screenshot shows the 'Visual Query Builder' interface with a search bar and various filters.

Nexidia Analytics dashboards provide a comprehensive view of customer interactions



## Early Discovery Reveals Trends Across All Channels

Nexidia’s early discovery functionality reveals what you don’t know to look for – the emerging issues, trends, and topics that merit further investigation. Users can navigate through word clouds to understand the relationships between topics and the relative occurrence of these topics to determine root cause. Customer sentiment is measured on each interaction and is used to understand the issues that relate to high and low customer satisfaction. For a truly omnichannel discovery experience, Nexidia Analytics’ discovery feature accepts text input from any and all text data sources. Given the growing percentage of interactions on text channels, this capability captures far more accurate information than just voice discovery alone.



## From Early Discovery to Deep-Dive Root Cause Analysis

Early discovery is key to investigating text and audio in order to formulate hypotheses, but this is only the beginning. The next step to leveraging the power of Nexidia Analytics is to take these insights and use them for deep, quantitative analysis across all customer interactions, without regard to the medium. Nexidia’s phonetic indexing and search engine analyzes 100% of interactions to uncover precisely how often events occur, why events occur, and how they are affecting the business.

Nexidia Analytics supports ad hoc searches to find any important phrase in any channel, without the restriction of a pre-set dictionary of words or complex lexicon of phrase combinations. Once results are found, simply save that search using logic that defines the relationships between phrases, combined with time-based operators for deeper cause-and-effect connections.

This toolset allows analysts to go deep into the web of customer and business relationships, providing the capability to drill down to find information that can support every level of the business, whether the data ends up in a presentation to board-level executives, or in an individual performance review.



## Metrics-driven Performance Management

With Nexidia Analytics, each individual interaction, on every voice or text channel, is recorded and scored. NICE Nexidia uses 100% of captured interactions for agent evaluations and performance measurement, but more importantly for enabling agents to perform at their best.

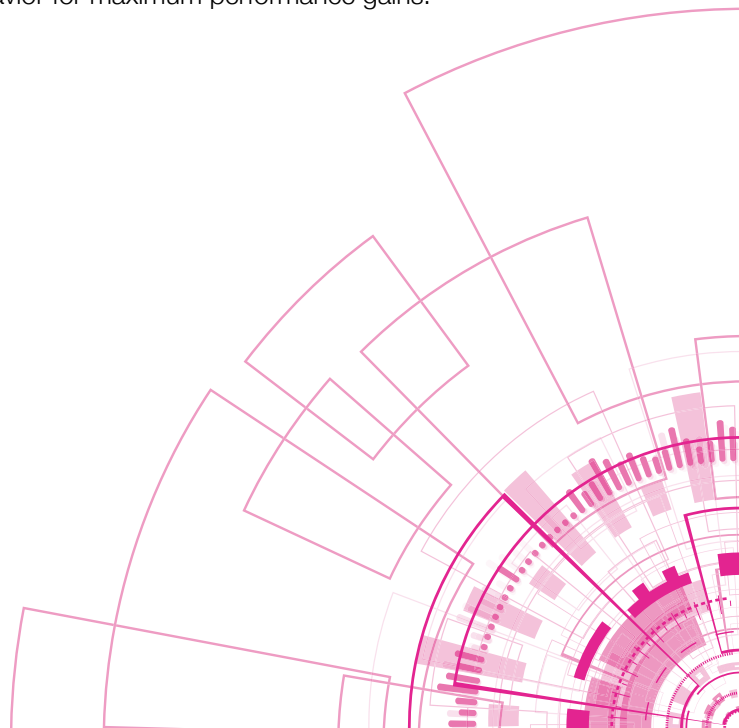
NICE Nexidia supports custom metrics for quality initiatives based on analytics results supporting all metadata fields in the system. These quality initiatives ensure that agent performance aligns with goals important to both the contact center, and to the company as a whole. Agent performance management is further supported by the Agent Evaluations Portal. Via the portal, agents review their individual evaluations, view how they are performing against their peers and even perform self-evaluations as part of the collaborative coaching process.



## Bringing it Full Circle: Real-time Resolution for Audio

Nexidia Scan and Agent Assist, a complementary capability to Nexidia Analytics, is a tactical, agile, real-time resolution solution enabling contact centers to respond immediately to emerging issues as they take place during audio interactions.

The solution triggers agent and supervisor alerts based on configurable events and powers agent desktop alerting with relevant information, enabling companies to change agent behavior for maximum performance gains.



Nexidia’s industry leading interaction analytics programs continually uncover insights into far reaching areas of the customer journey, including issues in the IVR. By combining insights from customers’ unstructured interactions in the contact center with far reaching insights into their individual and combined customer journeys, businesses are able to benefit from impressive outcomes based on information they have never before been able to glean from their data.

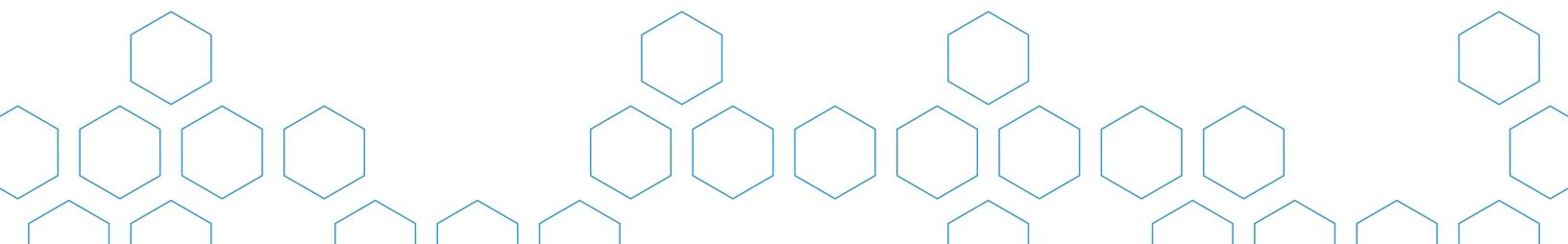
Owing to IVR Optimization and Nexidia Analytics being recorder-agnostic, this solution is able to offer customers the added advantage of maintaining their existing recorder settings and enabling analytics solutions overlay, in addition to realizing major returns on investment in both the short and longer term.

## Why Choose Nexidia Analytics?

- Scalability**  
Nexidia’s proprietary technology for turning interactions into usable data is over 50 times more scalable than alternatives.
- Flexibility**  
NICE Nexidia’s commitment to open data standards ensures results from analytics are available for any type of downstream analysis – there are no hidden fees or red tape designed to hold data hostage.
- Speed & Accuracy**  
Deep Learning Neural Networks alongside rapid processing via the Data Exchange Framework provides unparalleled speed & accuracy.
- Outcomes Based**  
Analytics isn’t something you buy, it’s something you do. NICE Nexidia partners with customers and focuses on outcomes rather than software inputs.
- Credibility**  
NICE Nexidia’s customers are the largest and most credible in the market and have achieved the best outcomes in their industries. According to the research firm DMG Consulting, NICE has already cornered 45% of the analytics market, making us the largest player in the industry. NICE Nexidia assists contact centers in improving business operations by delivering consistent visibility into overall corporate objectives.

## KEY FEATURES

- Caller intent dashboards** display trending topics to jumpstart further analysis
- Highly configurable word clouds** include filters for sentiment, speaker, or phrase length
- Enhanced sentiment analysis** sorts calls based on positive or negative sentiment and trends this sentiment with visual displays
- Robust related phrases functionality** shows relationships between topics, providing the context for root cause analysis
- Call Categorization** identifies most relevant topics
- First Contact Resolution (FCR) Analysis** targets common repeat interaction types and shows relationships between interactions
- Root Cause Analysis** determines the reasons customers interact with the contact center, identifying agent behavioral and process issues
- Advanced Reporting** provides easy-to-read dashboards that highlight the relevant information needed to make decisions





## The Industry's Only True Speech + Text Analytics Technology Solution

Nexidia Analytics' strong architecture for handling all data channels from disparate data sources is further strengthened with its continually updated Natural Language Processing engine that emphasizes text recognition, as well as its Neural Phonetic Speech Analytics™ technology that smartly combines phonetic indexing and search with Large Vocabulary Continuous Speech Recognition (LVCSR).

NICE Nexidia is the only interaction analytics solution that uses Deep Learning neural networks, which allows our analytics algorithm to deliver the highest accuracy against real-world conversational audio. With this capability, Neural Phonetic Speech Analytics produces word-level audio transcription, a phonetic index and customer sentiment scores with unparalleled speed and accuracy.

Analyzing this repository of customer interactions, often in multiple languages and dialects, and at unprecedented speeds, requires a scalable architecture – namely, the Nexidia Search Grid™. This powerful and flexible architecture utilizes a mapreduce-style framework to allow parallel, distributed processing of data on commodity hardware or in the cloud. The Nexidia Search Grid™ configuration expands when interaction volumes increase or data retention periods grow without requiring multiple instances of software in order to keep up with large implementations. In one scalable and elastic system, Nexidia Search Grid™ manages implementations of all sizes.

## Complete Customer Engagement Analytics Portfolio

- Nexidia Analytics
- Customer Journey Optimization
- IVR Optimization
- Digital Containmentment

NICE Nexidia's Customer Engagement Analytics Portfolio provides an integrated gateway into the full offering available within the NICE portfolio, boosting the advantages of Workforce Optimization, Quality Central, Performance Management, and Compliance Center, among others.



## PERFORMANCE MANAGEMENT FEATURES

- **User-defined quality initiatives** track performance at site, team and agent levels based on goals and performance thresholds.
- **Drill-down capabilities** reveal relevant voice, text, chat, and email interactions immediately.
- **Analyze 100% of agent interactions** for accurate performance metrics and results tracking.
- **Perform outlier analysis** to locate top performers and build coaching packages around successful behaviors and processes.

## SCAN AND AGENT ASSIST FEATURES

- **Omitted phrase detection**
- **Sentiment detection**
- **Spoken phrase detection**
- **Customized supervisor alerts and escalations**



T. 0208 326 8326

E. [contact@businesssystemsuk.com](mailto:contact@businesssystemsuk.com)

W. [www.businesssystemsuk.com](http://www.businesssystemsuk.com)