NICE®

NICE IVR JOURNEY ANALYTICS

Get Inside Your Customer's IVR Experience

SIMPLIFY THE IVR MAZE

Sure - you offer multiple contact channels, but most customers still prefer to call. While you'd like to encourage the use of self-service channels, your customers don't like the IVR – they find it hard to use and usually end up frustrated and ask to speak to a live agent. They want a personal and fluid experience, and the use of "generic" IVR flows is not the answer.

Enhancing the IVR experience is not only critical for keeping customers happy, it's also the key to reducing call volumes and bringing your contact center costs down. A streamlined IVR process will help you increase self-service usage, maximize containment rates and create an outstanding customer experience.

The critical first step on the road to optimizing your IVR is getting real insight into the customer's IVR journey. You need to find out where customers are struggling and see where you can improve and shorten the flows. With the complexity and huge number of events handled by today's IVRs, making sense of the customer's IVR journey has become exceedingly difficult. Not only that – in order to really make a difference, you need to be able to analyze the IVR channel within the full context of all customer interactions with your company.

IVR JOURNEY ANALYTICS SHORTENS YOUR TIME TO INSIGHT

NICE IVR Journey Analytics gives you concrete insights into where you can make improvements to streamline contact center operations and boost customer self-service. The solution creates a dynamic mapping of the complete customer journey –- and automatically sequences all customer touch-points.

BEFORE IVR

visualize the steps that led to calling the contact center

DURING IVR INTERACTION

investigate the IVR complexity to identify flows, operational bottlenecks, drop-offs and deflection points in granular detail

NICE IVR Journey Analytics uses advanced algorithms to analyze IVR interactions, giving you crystal-clear visibility into your customer's IVR experience. By better understanding customer behavior, you'll be able to shorten the IVR process and increase customer satisfaction.

An intuitive workspace for custom reports, dashboard creation, drill-down and search lets your analysts share business insights across the organization.

GET TOTAL VISIBILITY INTO THE IVR EXPERIENCE

JOURNEY ANALYZER

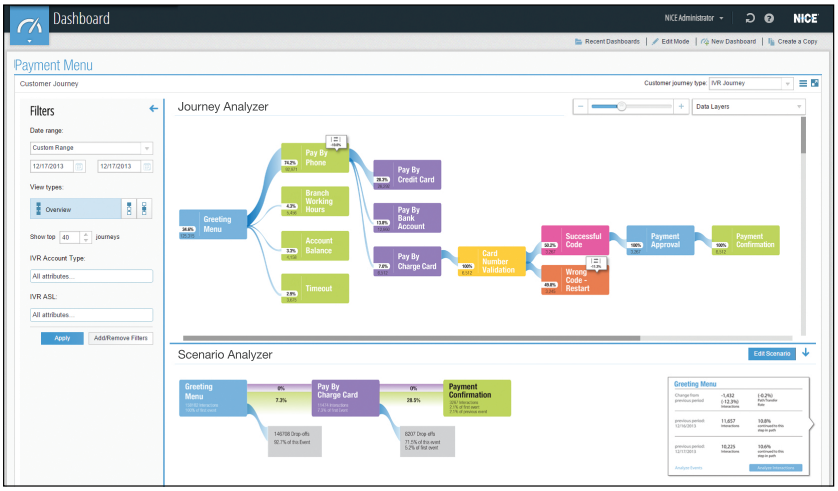
Dynamically gathers and displays all IVR-related information in a visual sequence, including relevant statistics about containment rates, drop-offs, repeat callers, etc.

SCENARIO ANALYZER

Lets analysts zoom into specific scenarios (e.g., calls related to a specific action) using flexible filters and drill down capabilities to uncover customer behavior patterns.

ANALYST WORKSPACE

A practical, intuitive toolset that makes it easy to manipulate data, analyze the IVR journey and correlate data across all customer interactions.



KEY BENEFITS

- Focus on containment issues with the highest impact
- Simulate and create best-practice IVR flows
- Optimize IVR journey flows for better customer experience
- Perform data analytics on unlimited number of attributes
- Scale efficiently using high-performance analytics engines
- Improve business processes across the organization

SHAPE THE COMPLETE IVR EXPERIENCE FOR EACH CUSTOMER JOURNEY

Your customers often reach the IVR after communicating via another channel. That's why it's so important for you to see the big picture – encompassing the entire customer journey.

NICE IVR Journey Analytics knows how to correlate IVR insights to other events within the multi-channel customer journey, regardless of when they took place. The solution lets you identify patterns based on customer attributes and behavior that you can then use to improve the customer experience.

Say you know that customers over the age of 50 usually access the IVR to activate new phones and then call the contact center to get help configuring their email account. You could then proactively email instructions to those customers when they activate their new phone or add a quick access option to the IVR to speak to an agent for email configuration support. Being able to analyze the IVR data in the wider context of the customer journey gives you the actionable insights you need to create a personalized customer experience.

ABOUT NICE SYSTEMS

NICE (NASDAQ: NICE) is the worldwide leader of software solutions that deliver strategic insights by capturing and analyzing mass quantities of structured and unstructured data in real time from multiple sources, including, phone calls, mobile apps, emails, chat, social media, and video. NICE solutions enable organizations to take the Next-Best-Action to improve customer experience and business results, ensure compliance, fight financial crime, and safeguard people and assets. NICE solutions are used by over 25,000 organizations in more than 150 countries, including over 80 of the Fortune 100 companies. www.nice.com

CONTACTS

Global International HQ, Israel,
T +972 9 775 3777
F +972 9 743 4282

Americas, North America,
T +1 201 964 2600
F +1 201 964 2610

EMEA, Europe & Middle East,
T +44 0 1489 771 200
F +44 0 1489 771 665

Asia Pacific, Singapore Office
T + 65 6222 5123
F +65 6222 5459

The full list of NICE marks are the trademarks or registered trademarks of Nice Systems Ltd.
For the full list of NICE trademarks, visit www.nice.com/trademarks. All other marks used are the property of their respective proprietors.

DATE 9/2014 • BR- 35259 • CONTENTS OF THIS DOCUMENT ARE COPYRIGHT © 2014.

nice.com