



THE DECISIVE MOMENT

Benny Einhorn
President EMEA & NICE CMO

TODAY PEOPLE ARE EMPOWERED



TODAY PEOPLE ARE EMPOWERED



ORGANIZATIONS ARE NOT READY



TODAY PEOPLE ARE EMPOWERED



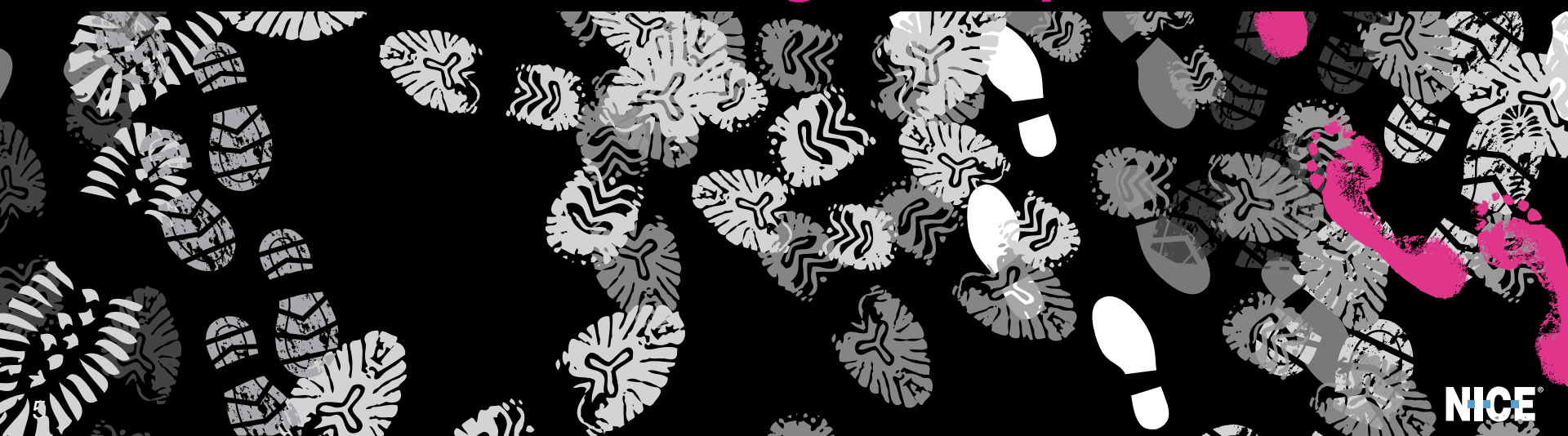
PEOPLE GENERATE MASSES OF DATA





THE BIG DATA OPPORTUNITY

Follow the digital footprint



NICE SEIZES THE BIG DATA OPPORTUNITY

NICE enables organizations
to take the **NEXT-BEST-ACTION**
when **INTERACTING WITH PEOPLE**
based on **ANALYTICS** of structured and unstructured **DATA**

B2C

Enterprises

**INTERACTION
MANAGEMENT**

Financial

Institutions

**CRIME &
COMPLIANCE**

Security

Sensitive
Organizations

**PHYSICAL
SECURITY**

~25,000
Customers

>80%
Fortune 100
Customers

1986
Founded

NASDAQ:
NICE

~3,400
Employees

~\$900M
Revenue

>150
Countries

>35
Local Offices

>1000
Service Experts

NICE
CUSTOMER
INTERACTION
MANAGEMENT
PORTFOLIO

**Impacting Every
Customer Interaction**

EMPOWERED CUSTOMERS, INCREASED CHALLENGES



BIG DATA

MULTI-CHANNEL SERVICE

MOBILITY AND SMART DEVICES

SOCIAL MEDIA AS A SERVICE CHANNEL

the **DECISIVE**
MOMENT

*“There is nothing in this world
that does not have a decisive
moment.”*

THE DECISIVE MOMENT

Cardinal de Retz



THE DECISIVE MOMENT



“There is a creative fraction of a second when you are taking a picture. ...Once you miss it, it is gone forever”

Henri Cartier-Bresson

How do you
maximize the value of
customer interactions?

Shape the Interaction
as it happens

NICE
is there

to impact every
customer interaction

PREPARE for
the Interaction

SHAPE the
Interaction

Continuously
IMPROVE

Enhance Customer Experience

Improve Operational Efficiency

Drive Revenue Growth

Ensure Compliance and Reduce Risk

Increase Employee Engagement

PREPARE for the Interaction

SHAPE the Interaction

Continuously **IMPROVE**

Workforce Optimization

- Staffing & Scheduling
- Performance Management
- Best Practices
- Skills Management
- Incentives Management

Customer Intelligence

- Cross-Channel Journey
- Predictive Care
- Social Feed & Influence
- Previous Activities
- Voice Biometrics

Real-time Analytics



Real-time Decisioning



Real-time Guidance & Automation

Voice of the Customer

- Surveys, Analytics, Social

Post-Interaction Analysis

- Big Data Analytics
- Root-cause Investigation
- Employee Voice

Corrective Actions

- Coaching
- Rewards
- Guidance Scripts
- Cross-enterprise Workflows

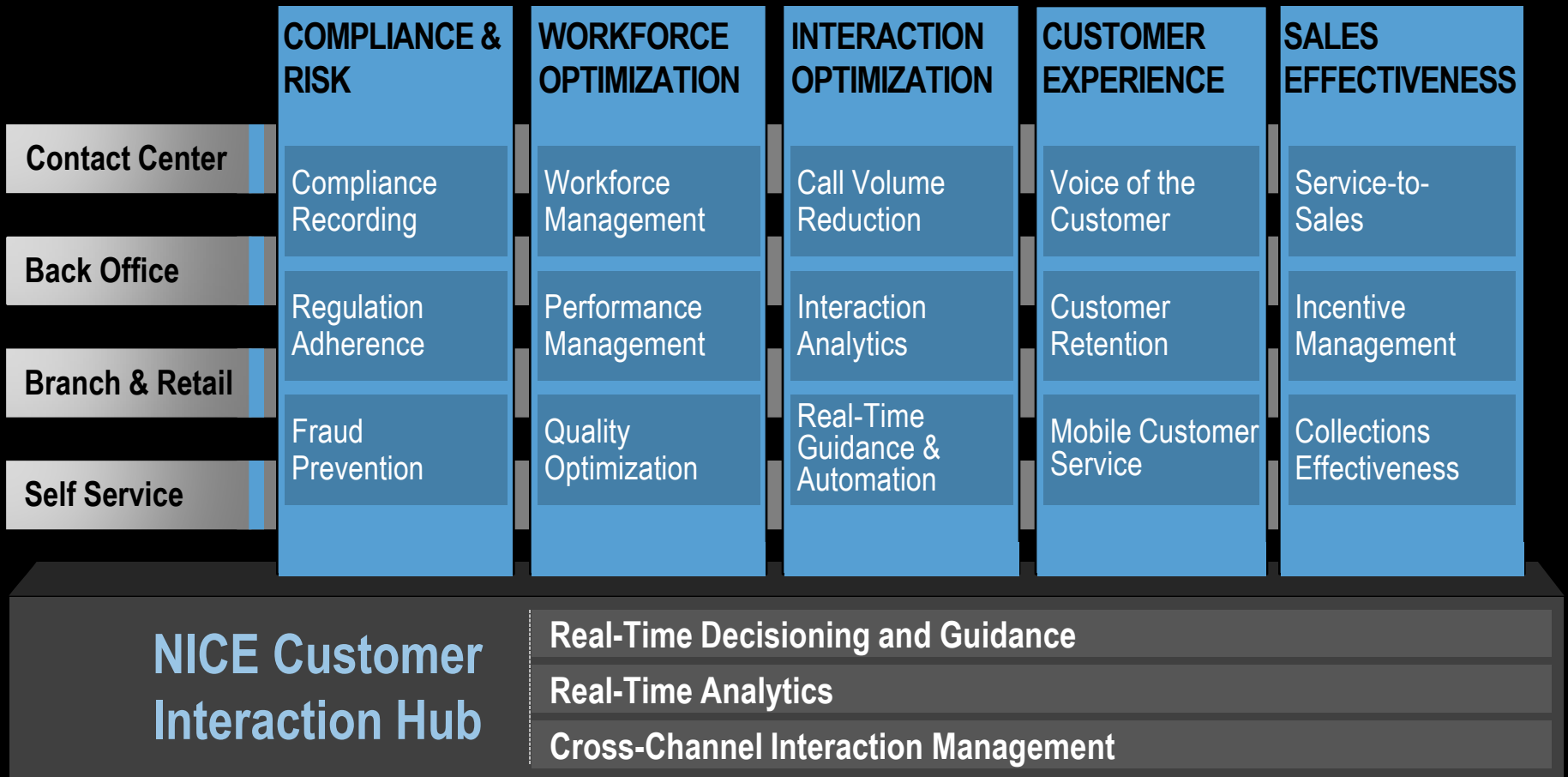
PREPARE for
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CUSTOMER INTERACTION MANAGEMENT

CUSTOMER INTERACTION MANAGEMENT PORTFOLIO



MERCI

NICE[®]