



EXECUTIVE SUMMARY

Partner Designation:

- Cisco Solution Developer

Associated Cisco Solution:

- Cisco Virtual Expert Management

Customer Benefits for Retail:

- Leverage remote expert resources to improve customer service
- Provide insight into customer interactions for improving customer satisfaction
- Optimize store associate effectiveness
- Improve training or coaching effectiveness and provide agents with real-time “next-best action” guidance
- Analyze cross-channel interactions and identify opportunities for improvement

Customer Benefits for Financial Services:

- Meet regulatory compliance requirements
- Mitigate risks and potential liabilities
- Improve dispute resolution
- Ensure safe transactions with real-time monitoring
- Leverage remote expert resources to improve service across all customer touch points
- Reduce costs
- Improve productivity and sales and marketing effectiveness
- Increase customer satisfaction and loyalty

Targeted Industries for Virtual Expert Management:

- Retail
- Financial services

Geographical Regions Served:

- Americas
- EMEA
- APAC

NICE SmartCenter for Virtual Expert Management

Company Overview

NICE Systems (NASDAQ: NICE) is the leading provider of Insight from Interactions solutions and value-added services, powered by advanced analytics of unstructured multi-media content—from telephony, web, radio and video communications. NICE’s solutions address the needs of the enterprise and security markets, enabling organizations to operate in an insightful and proactive manner, and take immediate action to improve business and operational performance and ensure safety and security. NICE has over 24,000 customers in more than 150 countries, including more than 80 of the Fortune 100 companies.

Partner Solution Description

NICE SmartCenter is an integrated suite of targeted, best-in-class applications that enable organizations to harness Customer Dynamics by:

- Capturing customer and business **intent** through NICE’s multichannel capture platform
- Analyzing interactions to reveal **insights** using the NICE analytics platform
- Taking action to create positive business **impact** with help from NICE business applications and packaged business solutions

NICE SmartCenter provides interaction recording and analytics applications for the Cisco® Virtual Expert Management solution. Virtual Expert Management enables face-to-face consultation with an appropriate subject matter expert through video, voice, and online screen sharing. It automatically locates and transparently connects customers with experts, wherever they are located, using skill-based routing and presence availability tracking.

Data captured through NICE Smart Center Interaction Recording in Virtual Expert Management can be analyzed to increase cross-selling and up-selling, identify high-value customers for premium offers, and improve agents’ selling and service skills. NICE SmartCenter also helps provide a unified view of customers across online and in-person touchpoints. NICE SmartCenter helps address:

- **Compliance Recording:** Contact Center Compliance Recording, Branch Compliance Recording, SMCC Compliance Recording
- **Contact Center Operational Efficiency:** Handle Time Optimization, Quality Optimization, Collections Optimization, Workforce Management
- **Customer Experience:** First Contact Resolution, Customer Satisfaction, Channel Optimization
- **Sales & Marketing Effectiveness:** Predictive Churn Reduction, Sales Effectiveness, Marketing Effectiveness
- **Financial Crime, Risk and Compliance:** Trading Surveillance, Anti-Money Laundering, Fraud Prevention, Brokerage Compliance, Enterprise Case Management
- **Workforce Management:** Provides forecasting and scheduling, integrated agent performance management, and automated agent coaching scheduling solutions.
- **Customer Feedback:** Offers drill down to/from surveys to interactions, evaluation, interaction analytics, coaching, and score-card and analysis of external and internal views of quality.

Related Cisco Products

- Unified Communication Manager
- Unified Expert Advisor
- Unified Customer Voice Portal 7 with Full Video (Radvision)
- Unified Contact Center Enterprise
- Unified Intelligent Call Management
- Unified Presence
- Unified Video Advantage
- Video Media Server

Related Partner Information

<http://enterprise.nice.com>

Core Solution Components

NICE SmartCenter for Virtual Expert Management includes:

- **Interaction Recording:** Capture Virtual Expert Management interactions with scalable and flexible recording, storage, and replay features for customer interactions.
- **Quality Management:** Offers integrated performance management, agent coaching driven by quality management, and interaction analytics-driven QM.
- **Interaction Analytics:** Provides integrated transaction-interaction and cross-channel analytics for voice, chat, email, and fax.

For More Information

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