

# LEVERAGING BIG DATA TO OPTIMIZE CUSTOMER EXPERIENCE

16<sup>th</sup> November, 2015



Empowering  
Organizations  
to Work Smarter  
by Unleashing the  
Power of Data

■ ~25,000  
Customers

■ >80%  
Fortune 100  
Customers

■ 1986  
Founded

NASDAQ:  
**NICE**

■ ~3,600  
Employees

■ \$1B  
FY 2014 Non-  
GAAP Revenues

■ >150  
Countries

■ >35  
Local Offices

■ >1000  
Service Experts

# People's Experiences are an On-going Journey





***“KNOW MY  
STORY”***

***“SOLVE IT  
NOW”***

***“MAKE IT  
EASY”***

***“BE  
RELEVANT”***



Little visibility  
and data-  
sharing across  
touchpoints

Growing  
interaction  
complexity

Limited  
proactive  
initiatives

Service rarely  
contextual and  
personal

# Challenge 1: Number of Channels is Growing

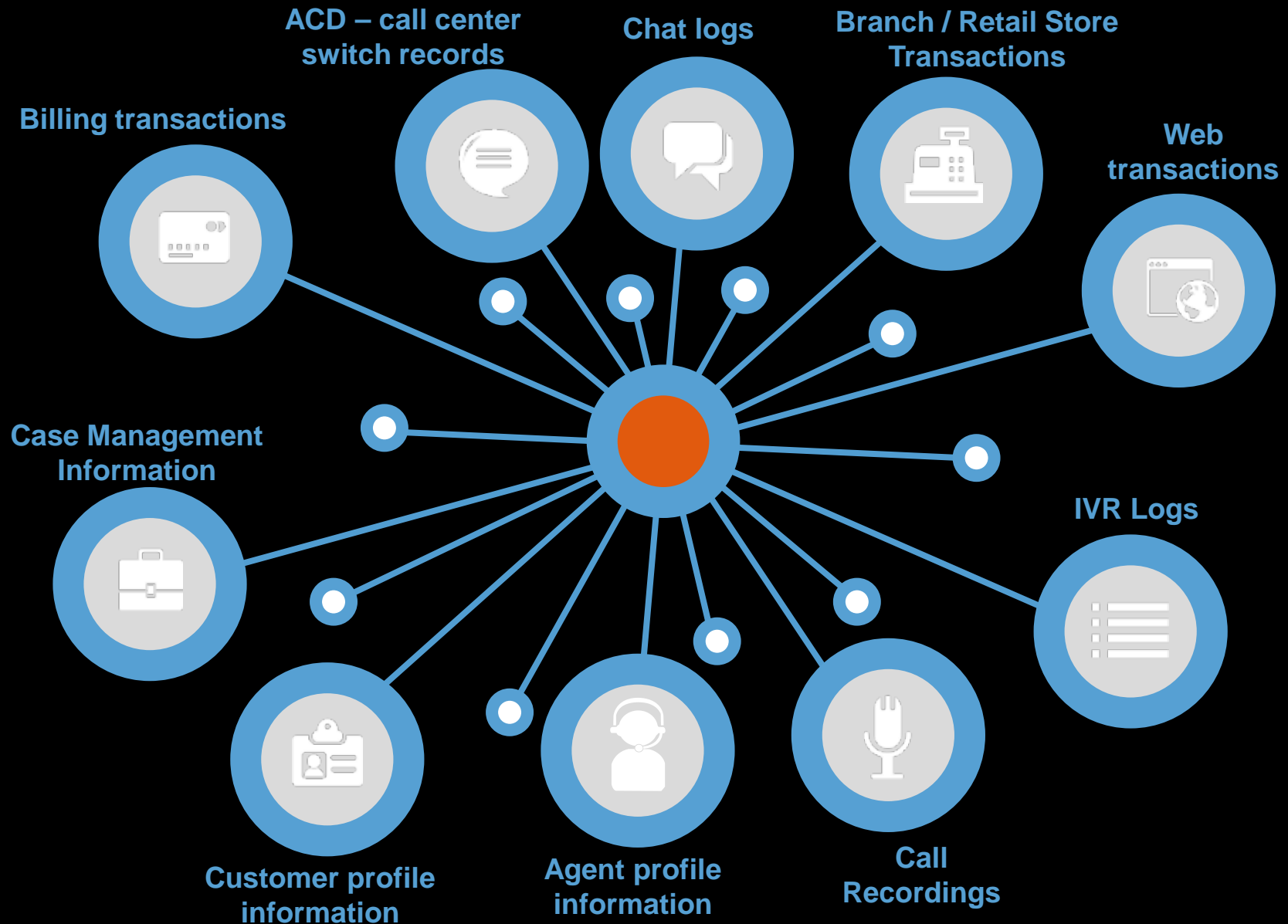


5.8

channels to interact with service providers

NICE Global Consumer Survey, 2015

# Challenge 2: Data Resides in Many Different Places



# Challenge 3: Interactions are Unstructured



“...unstructured data needs to be brought into their information management platforms. Otherwise, they're not **getting the complete view of the different data points that they should be looking at to make decisions.**”

Anjul Bhambhri, **IBM VP of Big data**



# Challenge 4: Insights are Hard to Operationalize



“Big data really is about having insights & making an impact on your business. If you aren’t taking advantage of the data you’re collecting, then **you just have a pile of data, you don’t have big data.**”

Jay Parikh, **Facebook VP of infrastructure engineering**



# Recipe for enabling a great customer experience



## **UNDERSTAND YOUR CUSTOMER'S JOURNEY**

Limited omni-channel interaction visibility hinders ones ability to deliver proactive, optimum and consistent customer experiences



## **KNOW YOUR CUSTOMERS SITUATION**

Distributed and fragmented data sources inhibit ones ability to learn and predict customer behavior



## **ACT IMMEDIATELY AND CONSISTENTLY**

Untimely customer insight and prediction hinders relationship oriented interactions

# Nice Customer Engagement Analytics



NICE  
CUSTOMER  
ENGAGEMENT  
ANALYTICS

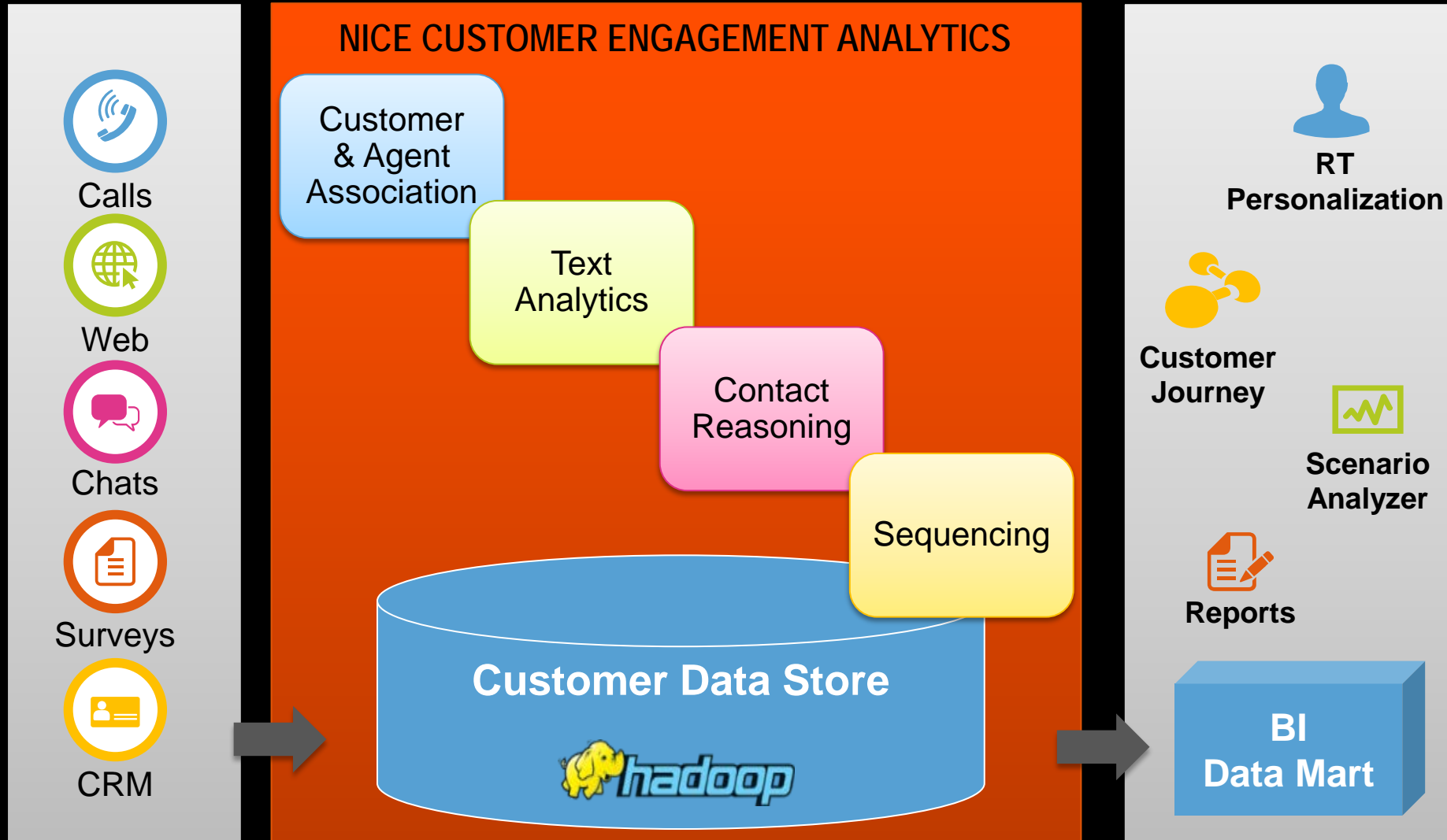
ONE PLACE

ALL DATA

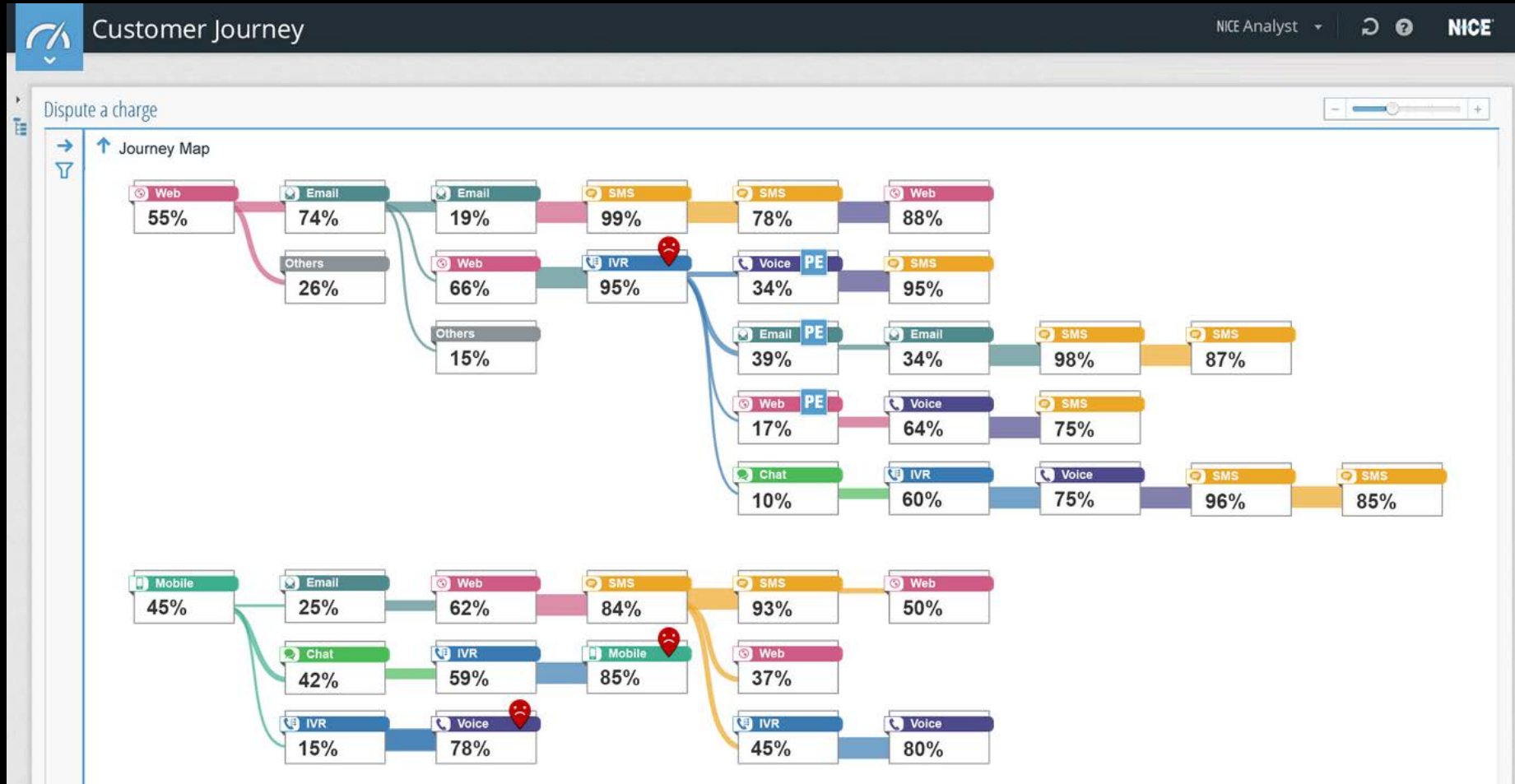
REAL TIME & BATCH

PROACTIVE CUSTOMER  
EXPERIENCE

# Customer Journey Building Blocks



# Aggregating & Visualizing Customer Journeys



# Customer Engagement Analytics

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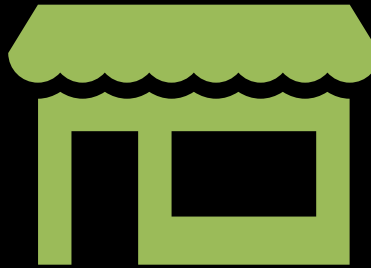
Creating  
perfect  
experiences!

# One of the largest wireless operators in the world

## Profile



Over  
**60MM**  
subscribers



Over **4K**  
retail outlets  
all over the US

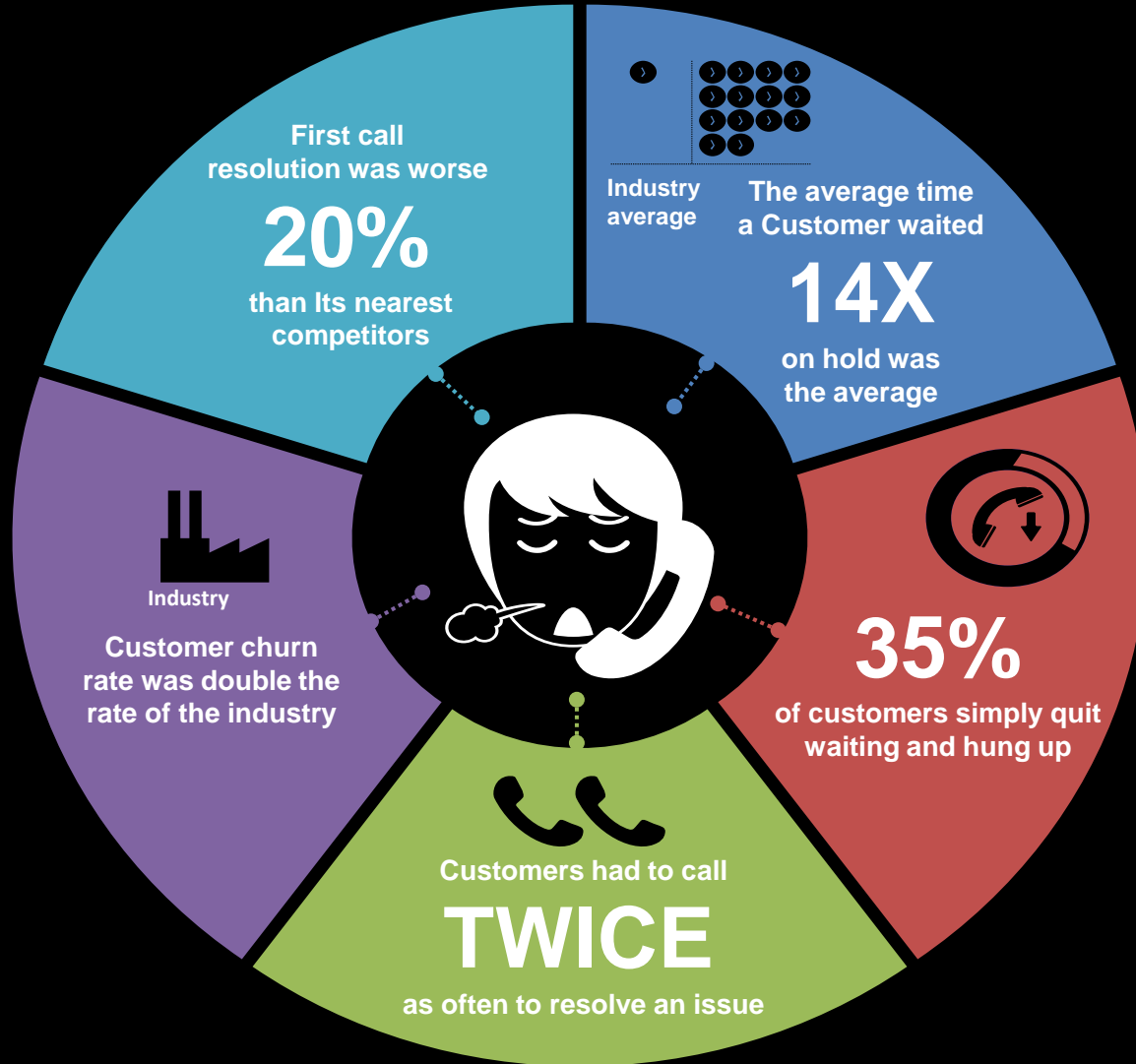


Over **35K**  
customer  
care agents

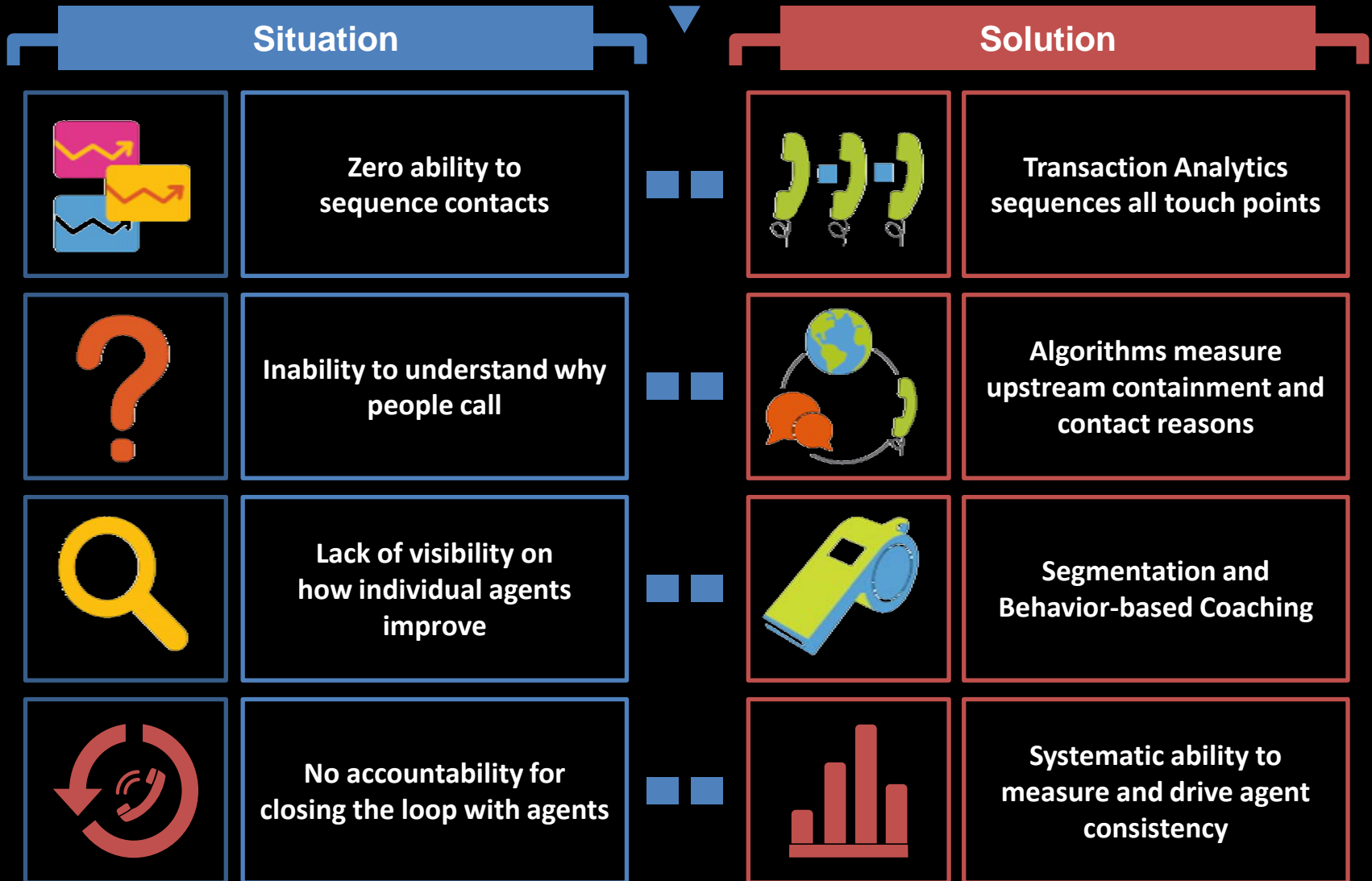


Clear vision to differentiate via customer experience  
and service level

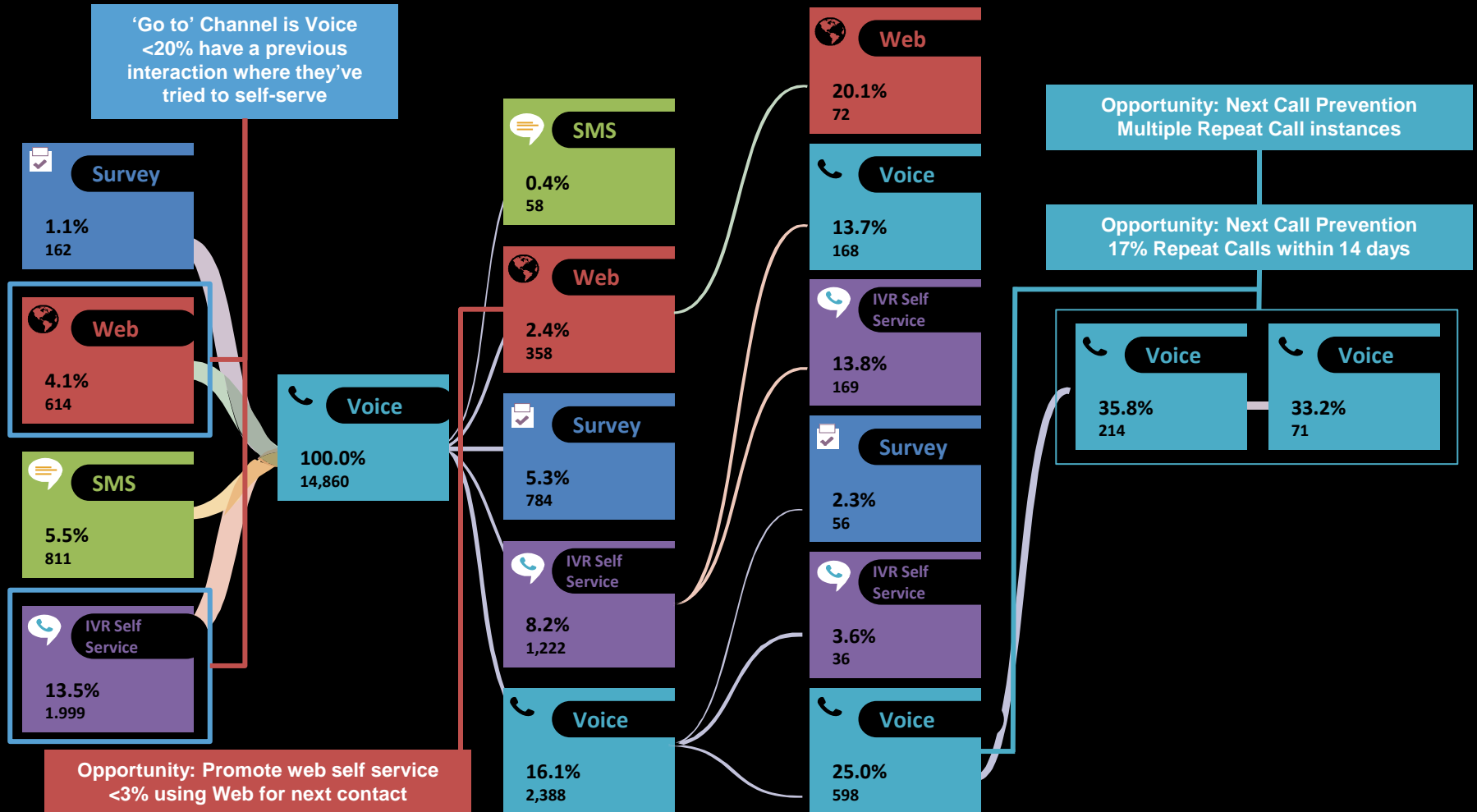
# At first, achieving customer experience leadership seemed impossible



# This was a clear call to action



# Customer journey effort was visualized

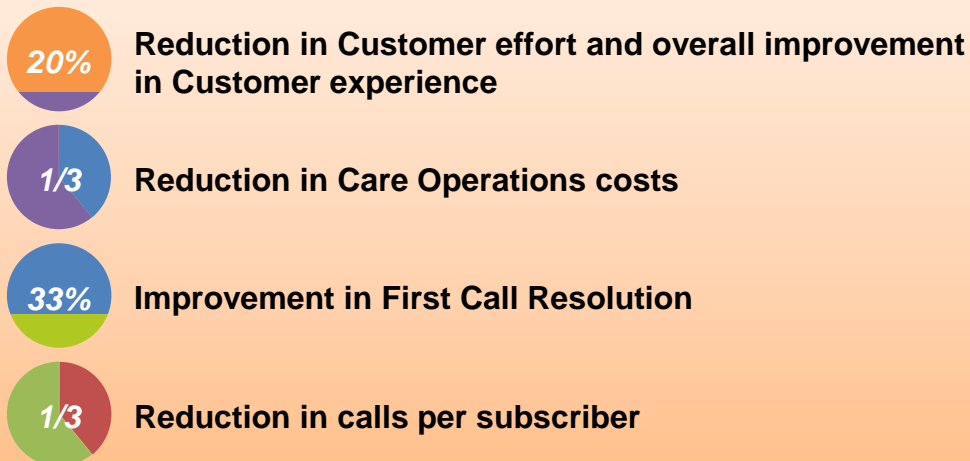


# Impacts driven

## Result #1: Soaring Customer Satisfaction



## Result #2: Dramatic Call Volume Reduction



### ALSO...



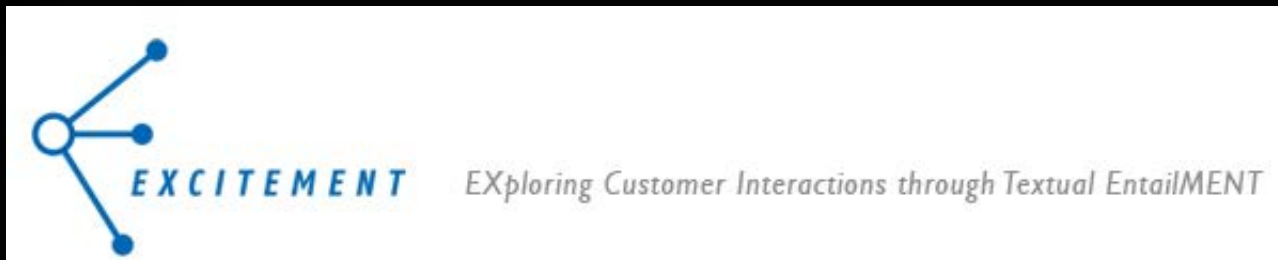
Customer churn rates were cut to <2%



The number of call centers required to deliver improved service was reduced

# NICE Collaboration in European Big Data Research Initiatives

- ✓ Participated in 4 projects in the 7th research framework program (FP7)
- ✓ Managed FP7 consortium EXCITEMENT – achieving Excellent score for 3 years in a row
- ✓ Participating in Horizon 2020, focusing on Big Data, Data Privacy & Creative technologies





THANK  
YOU

NICE Customer Experience Analytics