



# NICE PERFORM™

DRIVING BUSINESS  
PERFORMANCE IN THE  
CONTACT CENTER  
AND ENTERPRISE

On its introduction in 2004 NICE Perform™ immediately became the acknowledged benchmark solution for enterprises demanding the best, most advanced and inclusive solutions for contact center performance management and analytics. NICE Perform is continuously evolving to meet the unique business needs of every organization, and provide stakeholders with critical business insights. It offers a complete solution for enterprises and contact centers, whatever technology, infrastructure, and organizational technique they employ.

Insight from Interactions

**NICE**

## DRIVING BUSINESS PERFORMANCE

Today's organizations are constantly searching for ways to improve performance, enhance customer loyalty, and improve profitability. This quest is becoming increasingly complex, with growing competition, increasingly severe regulatory requirements, overwhelming amounts of data available from multiple systems as well as the need to think and operate globally.

Every day, millions of vital business interactions take place around the world, as organizations interact with customers, employees, contractors, and vendors. These interactions take place across multiple channels and in various formats. NICE Perform™ extracts the value hidden within these unstructured multimedia interactions, analyzes it, combines it with data from other sources, and provides enterprise decision makers, contact center managers and agents with powerful insights into their customer base.

NICE offers enterprises the most advanced solutions for contact center performance management and analytics available today. It provides an integrated solution for Quality Management, Regulatory Compliance, Workforce Management, Liability Recording, Customer Feedback and Coaching. Utilizing unique multi-dimensional analytics, NICE Perform provides stakeholders at all levels within the enterprise solutions to meet their unique needs and to solve complex business problems.

## GIVING GREATER VALUE TO ALL STAKEHOLDERS

Using NICE solutions, stakeholders obtain a single view of all Key Performance Indicators (KPIs) as well as the ability to anticipate customer intent and identify current and future trends early enough for proactive management of challenges, opportunities and changes.

NICE Perform analyzes the information hidden within multimedia interactions to provide value throughout the enterprise, from the Contact Center and Trading Floor, to Customer Service, Marketing and Sales, Product Development, Operations, and Finance.

NICE solutions are used successfully by leading players in a variety of key market segments, including facilities management, finance, healthcare, telecommunications, retail, transportation travel and others. NICE enables enterprise customers to capture, store and analyze vital unstructured interactions, providing valuable information to drive performance in a variety of areas:

- Improve quality management
- Strengthen customer loyalty
- Understand customer intent and behavior
- Analyze campaign awareness and effectiveness

- Maximize cross and up-selling opportunities
- Gather market information on products and services
- Collect market information on competitors
- Ensure compliance and reduce risk
- Review and refine business processes
- Enhance fraud detection

## GETTING MORE VALUE FROM EVERY INTERACTION

Built on an advanced open architecture, the NICE Perform solution provides multi-dimensional analytics of a wide variety of information sources. A set of advanced engines process the data and generate powerful analytics that address a variety of business issues. State-of-the-art visualization techniques enable analysts and executives to quickly and easily identify trends, deviations and situations requiring immediate action.

- Speech analytics: NICE offers the broadest speech analytics solution in the market, which ensures that enterprises extract the highest value business insights from their contact center interactions.
- Business data integration: NICE's solution architecture allows integration of data across the enterprise (CRM, billing and other systems). NICE Perform delivers a comprehensive, consolidated view of the contact center business at all levels.
- Screen content analysis: Sophisticated analysis of screen data and actions provides the ability to trigger recording based on screen events and extract business data from virtually any application.
- Call flow analysis: Analyzing the customer experience and indicating events such as "hold" and "transfer", helping to ensure service level and enhance productivity.
- Customer feedback: Immediate customer feedback gathered at the end of an interaction allows for real-time feedback on core business issues such as customer satisfaction, product awareness, and marketing campaigns effectiveness.

# NICE MULTI DIMENSIONAL ANALYTICS



"We are excited about the advanced capabilities that NICE Perform provides us, which further differentiate our company and strengthen our competitive positioning in the contact center and business process outsourcing markets. NICE Perform is key to achieving these goals and to retaining and winning business; our clients have to trust RHL's operation, our technology and management expertise - they have to know their customers are safe in our hands."

*David Wallace, Chief Executive at RHL*



Word Spotting  
Emotion Detection  
Phonetic Search  
Talk Pattern  
Speech to Text  
Speaker Recognition



Agent Related Feedback  
Services & Product Feedback  
Marketing Related Feedback



Queue Time  
Ring Time  
Hold Periods  
Call Transfer  
Abandon  
Hang Up Side



Event Based Recording  
Screen Data Extraction  
Triggering & Tagging



Transactional Information  
Customer Statistics  
Customer Details

## GAINING FROM THE INDUSTRY'S MOST COMPLETE SOLUTION

NICE Perform is a central part of the total NICE offering for the Contact Center and the Enterprise. Through close integration with IEX™ TotalView™ and Performix Technologies® Performance Management (also available as independent modules), NICE's offering meets the requirements of a broad spectrum of enterprises and contact centers:

- A comprehensive view of the contact center business performance
- The best-in-class solutions and services
- Addresses the full business spectrum – from operational to strategic
- Operates in any telephony environment - VoIP, TDM and hybrid
- Open solution approach to protect and maximize existing investments
- Lower Total Cost of Ownership

## USER CASE EXAMPLES

### **Increasing productivity and efficiency in a multi-site environment**

One of the largest multi-site financial services providers is carrying out a major transformation across in its contact centers, designed to dramatically improve service to their members, streamline processes and reduce costs. Together with NICE, they implemented NICE Perform which included advanced speech analytics, call-flow analysis, and coaching. This solution achieved a major business impact - evaluator productivity rose by more than 55%, call handling efficiency by 2% (five seconds per call), and first-call resolution improved, leading to an annual cost savings in excess of \$300k.

### **Analyzing marketing campaign to regain a competitive edge**

A retail firm, specializing in direct sales via web and telephone, invested in a costly marketing campaign. It was soon apparent that the campaign did not reach its goals. With NICE Perform enterprise solutions, the Chief Marketing Officer used the interaction analysis tools, including speech analytics, to discover that a competitor's name was often mentioned by customers when responding to the campaign. A quick investigation revealed that the competitor was promising a new generation product at a lower price. The campaign was modified and the goals were met.

### **Ensuring customer satisfaction in a healthcare organization**

HIPAA requirements are extremely important to healthcare organizations in the U.S. To address some of the legal requirements of HIPAA, the management of this healthcare organization used NICE Perform's post-call customer surveys, implementing them with just two questions: "Did our representative adequately answer your complaint?" and "Do you want another representative to call back and address this or another question?" This helped the company meet HIPAA requirements as well as improve customer service.

### **Driving business in a collections call center**

A major credit collection call center sought new ways to maximize agent productivity and increase dollars collected, while ensuring a high level of service. The company used a combination of NICE Perform's speech analytics and coaching to guarantee that agents were asking the right questions (for example by coaching agents to ask for "pay by phone") and to improve their negotiating skills when securing customers' promises to pay. The company also focused on identifying dissatisfied customers by spotting calls containing specific phrases or high emotion levels, and acting immediately to regain customer loyalty. Collection rates increased while employee turnover decreased following higher job satisfaction.



The NICE Perform business portal provides each user with a summarized, fully personalized view of the main activities of the contact center.

"This technology (NICE Perform) really helps us to get at the heart of what customers are thinking and feeling. We can be more proactive with our business and identify customers' needs more effectively...From a QA standpoint, we now can identify where our CCRs need additional training, and then provide just-in-time training...NICE Perform has saved training time and increased the productivity of my staff."

*Sandy Bartlett, Assistant Vice President of Quality Assurance for Saxon Mortgage Services*



The Business Analyzer provides users with an efficient tool for searching for, evaluating and calibrating interactions, following customer feedback and creating coaching packages.

**NICE Systems** (NASDAQ: NICE) is the leading provider of Insight from Interactions™, offering comprehensive performance management and interaction analytics solutions for the enterprise and public safety and security markets. Advanced interaction analytics are performed on unstructured multimedia content - from telephony, web, radio and video communications. NICE brings the power of Insight from Interactions to IP contact centers, branches, and command and control centers. NICE's solutions are changing the way organizations make decisions, enabling them to proactively improve business and operational performance and address security threats. NICE has over 24,000 customers in 100 countries, including over 75 of the Fortune 100 companies. More information is available at [www.nice.com](http://www.nice.com).

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