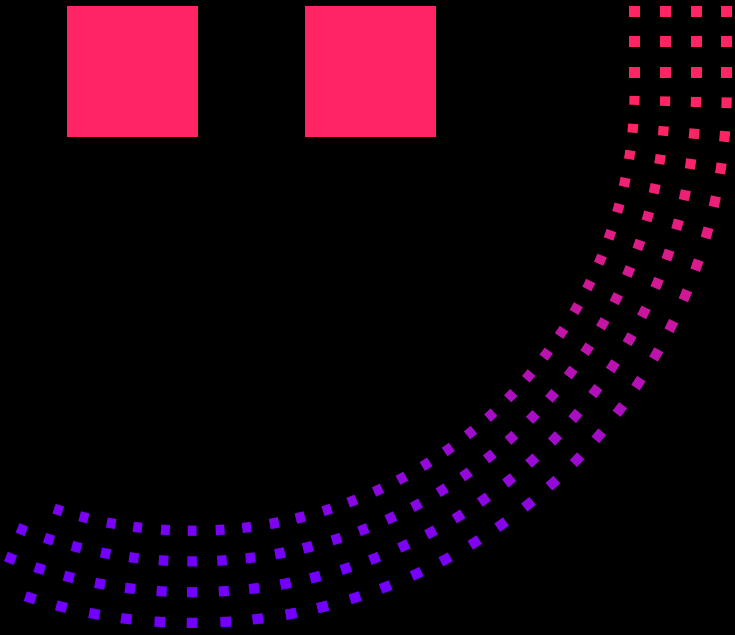# NICE

CXone Mpower

One AI Platform
to Automate
Customer Service

Make experiences flow

About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone Mpower, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

www.nice.com

WELCOME TO THE
NEXT GENERATION OF AI-POWERED CUSTOMER SERVICE.

It's a new era. Move beyond traditional inbound customer service into proactive, AI-powered experiences. **NICE CXone Mpower** enables enterprises to improve customer satisfaction, boost efficiency and reduce costs on one AI platform.

As the ultimate AI hyper-platform, CXone Mpower seamlessly orchestrates customer service across every touchpoint. Start connecting front- and back-office workflows. Unify knowledge siloes across your enterprise. Increase productivity with AI agents and augmented human agents.

Unlike traditional CCaaS and inflexible point solutions, CXone Mpower provides the most complete suite of applications, an open framework, and Enlighten—AI trained on the industry's largest labeled and validated CX dataset—to design, build and operate every element across every customer service journey.

AI-driven orchestration of workflows, agents, and knowledge

Workflows
Gain efficiency with intelligent workflows

Agents
Boost productivity with advanced agents

Knowledge
Build trust with unified knowledge

NICE

GAIN EFFICIENCY WITH **INTELLIGENT WORKFLOWS.**

Workflows are all the tasks and processes needed to manage customer service—from intent to fulfillment, and across front and back office.

Design, build, and operate end-to-end workflows to streamline every step of customer service, boosting efficiency of operations and agents. Workflow automation includes proactive notifications, routing inquiries and work items to the appropriate touchpoints, managing resolutions across channels, service escalations, feedback collection, and more.

- Achieve full visibility into customer service workflows with AI-driven performance optimization.

- Reduce manual work and ensure uniform responses and service delivery across all channels with workflow automation.

- Automate workflows across all roles, ensuring consistent connections between customer-facing and mid- and back-office teams.

BOOST PRODUCTIVITY WITH **ADVANCED AGENTS.**

Unify AI and human agent orchestration on a single platform.

With CXone Mpower, AI agents collaborate with human agents by handling repetitive tasks, freeing up time for human-driven problem-solving. This dynamic combination of human and AI agents ensures faster resolutions, reduced workload, and consistently exceptional customer service.

Give human agents and supervisors their own AI copilots to enhance their efficiency and effectiveness. Agents receive real-time guidance, automated coaching, and contextual recommendations, helping them resolve complex customer needs with confidence.

- Design seamless experiences where human and AI agents collaborate and learn from each other to improve service outcomes.

- Quickly build sophisticated AI agents using platform data and historical interactions for accurate and rapid deployment.

- Empower employees with specialized AI copilots that enhance performance, providing real-time support for all customer service roles.

NICE

BUILD TRUST WITH **UNIFIED KNOWLEDGE.**

Your organization's knowledge is the backbone of effective customer service, leveraging centralized and AI-enhanced information to empower both agents and customers.

It functions as a dynamic repository of resources, offering real-time access to accurate, contextual data. By leveraging enterprise-wide knowledge optimization, your organization will deliver accurate, contextual, and timely information for every workflow and every interaction.

- Centralize data, knowledge and AI models on one platform, enabling seamless automation design and consistent information management across your entire organization.

- Implement robust security measures with customized access controls and tight guardrails, safeguarding your brand by ensuring AI agents interact only with appropriate, approved content.

- Ensure speed and accuracy of resolution with unified enterprise knowledge accessible to agents, employees, and customers.

NICE

ACHIEVE IT ALL WITH **CXONE MPOWER.**

Empower your organization with one platform to **design, build, and operate** every aspect of customer service through intelligent workflows, agents, and knowledge.

One AI Platform.
Complete Customer Service Automation.

BUILD

DESIGN

OPERATE

Autopilot

Copilot

Orchestration Studio

Proactive Engagement

Workflow Design

Operational Guardrails

Journey Mapping

Continuous Optimization

CX one Mpower

WORKFORCE **AUGMENTATION**

INTERACTION **ORCHESTRATION**

SERVICE **AUTOMATION**

WORKFLOWS   **AGENTS**   **KNOWLEDGE**

ENLIGHTEN AI

CHANNELS | DATA | MEDIA

NICE