



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, 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](http://www.nice.com) 

Copyright © 2022 NICE Ltd. All rights reserved

## CXone GUIDE

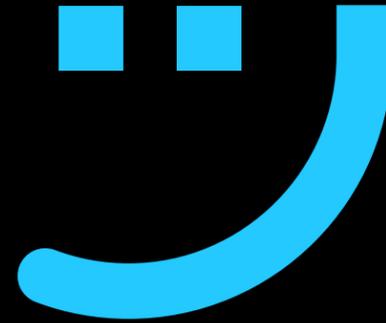
Contextual guidance for financial services

**NICE**

## CXONE GUIDE—AT A GLANCE

Customers don't necessarily expect to speak with you in a digital sales journey, but that doesn't mean they won't need help getting through a purchase or sign-up process.

- Reach hesitating customers who wouldn't otherwise contact you for help but will benefit from minor assistance without you expending a margin-stealing live interaction.
- Provide proactive buying guides, videos, answers to common questions, and useful information at the correct points in the customers' journeys to alleviate struggle and move them forward in the buying process.
- Deflect the need to chat, email, or call and tie up agents by providing solutions when and where customers need them.
- Prevent customers who don't want to contact you from abandoning. Bring the FAQs to the customer instead of the other way around. Save the sale!



## CONTEXTUAL GUIDANCE—AN EXAMPLE

Leveraging Contextual Guidance, you can target key points of hesitation and provide snippets of useful information during the quote process without taking the potential new customer to a different page or window, before they struggle with a choice, before they receive an error message, and without the customer having to click anywhere to receive the necessary information.

**Problem:** By analyzing web analytics and contact center data, it's clear that insurance customers often hesitate, abandon, or place a call because they don't understand the specifics of the coverage levels.

This happens even when customers are provided with interactive tools like "Help Me Choose." The issue is that the tool is neither contextual nor proactive. It does not speak to the customers' choices as they make their selections. The tool is also reactive—it requires the customer to hunt for an answer.

## Proactive guidance to the rescue

The screenshot shows the ONE banking website's credit card selection page. The header includes the ONE banking logo and navigation links: Home, Credit Cards, About Us, Contact Us, Support, and Log In. The main heading is "The Right Card for You" with a subtext: "Choosing the right card doesn't have to take all day. We have the card that is right for you, and if you decide to change your mind there are no penalties. We want you to get the right card that is right for you at the right time." Below this, four credit cards are displayed: Air Freedom, Air Rewards, Travel Plus Rewards, and Wonderlust. Each card has a "Learn More" button. A contextual guidance popup is overlaid on the right side, titled "Choose the Right Card" and "Air Rewards". The popup text reads: "This card offers a huge sign-up bonus & 1.5% cash back! This card is best for customers who wish to jump-start their mileage account and get closer to a free flight."

Proactive, contextual guidance is the answer. At the point when a customer selects a specific coverage level that can prompt hesitation or a call, c responds with an offer to explain what this level covers. Simple. Speaking to the specific customer behavior makes the engagement offer relevant and much more likely to be accepted. It efficiently and profitably answers the customer's question without requiring a live interaction.

The screenshot shows the ONE banking website's "Air Freedom Application" form. The header includes the ONE banking logo and navigation links: Home, Credit Cards, About Us, Contact Us, Support, and Log In. The main heading is "Air Freedom". Below the heading, there is a breadcrumb trail: Home > Credit Cards > Air Freedom. The application form is titled "Air Freedom Application" and includes fields for: Home Address, Full Name (John Smith), Street Address (PO Box 123), City, State, Postal Code, Telephone, and Email. A contextual guidance popup is overlaid on the right side, titled "PO Box Policy". The popup text reads: "If you would like your mailing address to be a P.O. Box click the 'I have a different mailing address box below' and you'll be given a chance to enter it." Below the popup, there is a small image of the Air Freedom credit card.

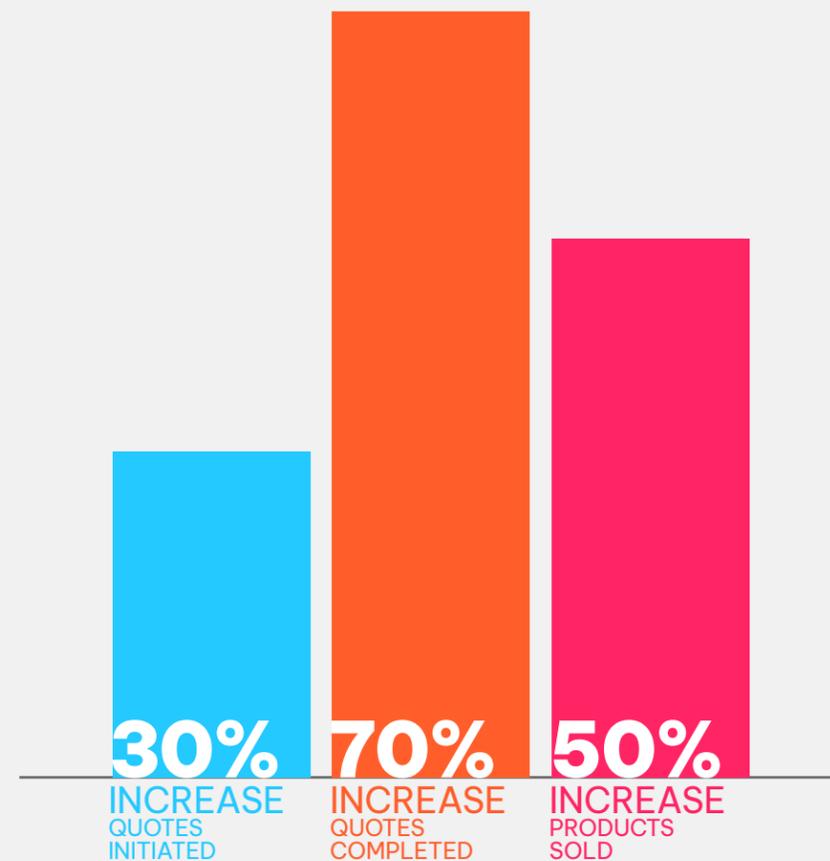


## CXone Guide

One of the largest Fortune 500 diversified financial services using Guide for contextual guidance reported:

- 30% increase in quotes initiation
- Uplift of 70% for quote completions
- Sold 50% more products to customers

### Digital Guidance for Banking & Insurance



## GUIDE CONTACT DEFLECTION— AT A GLANCE

- Customers with urgent questions don't always work with the channel that you'd wish, and some will too quickly jump into a chat channel out of frustration or convenience.
- This causes real problems: Thirty to 70% percent of contacts to most call and contact centers involves providing answers to the most common questions. Not only do those numbers undermine the ROI that companies get from chat, but they drive up wait times, which create poor customer experience for everyone.
- The solution is to intercept the chat request and provide the customer with highly relevant potential answers before a chat starts. By doing so, repetitive contacts are eliminated, chat volume is reduced, and customer satisfaction is maintained or improved.

**ONE** banking

Home Account Overview Mortgage Transfer Funds Pay Bills Credit Cards About Us Contact Us Support Log Out

## Mortgage

Home > Mortgage

**Account List** ?

Loan Accounts

	Account Number	Balance
Mortgage	XXXXXX2222	\$334,463.45
<b>Loan Account Totals:</b>		\$334,463.45

**MY Rewards**

Turn your day-to-day purchases into rewards with MY Rewards. It's easy and free!

[Learn More](#)

**It's Easy to Apply for a MY Home Equity Loan**

**Saving Made Fun, Friendly and Free**

**Contact Us**

Call 1-888-MY-BANK

[Schedule an Appointment](#)

[Visit a Branch ATM & Branch Locator](#)

**TTY/TDD Communications: For Our Deaf and Hard of Hearing Customers 1-800-531-1648** Mon-Fri: 7am - 10pm ET Sat-Sun: 8am - 5pm ET

**Have Mortgage Questions?**

[Tweet](#) I am the SmartAssist, the GoBanking Virtual Assistant. I would be happy to answer questions related to your mortgage account.

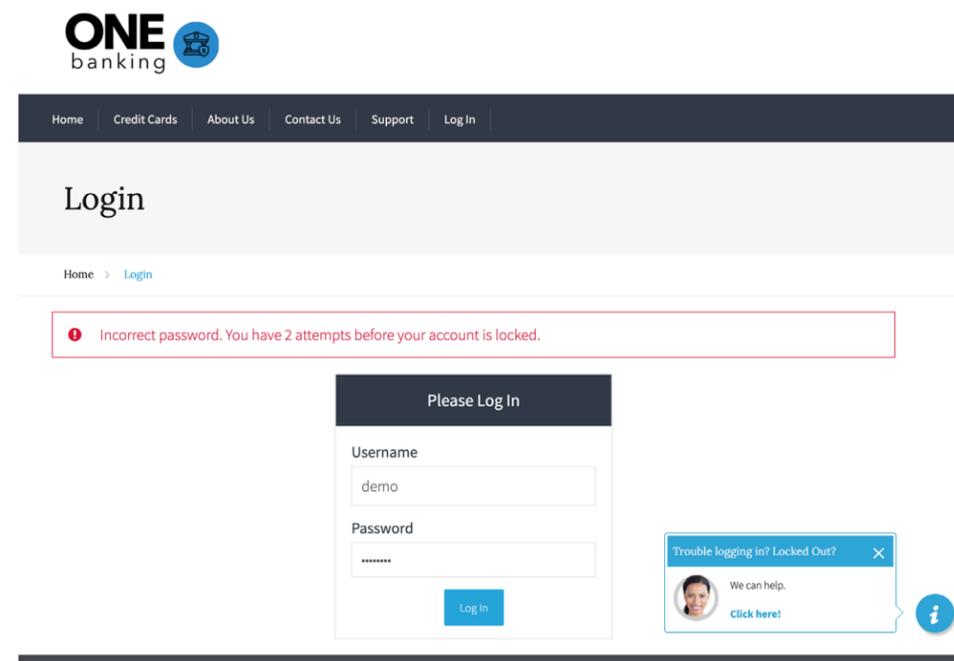
[How Can I Help?](#)

Account Services Customer Profile



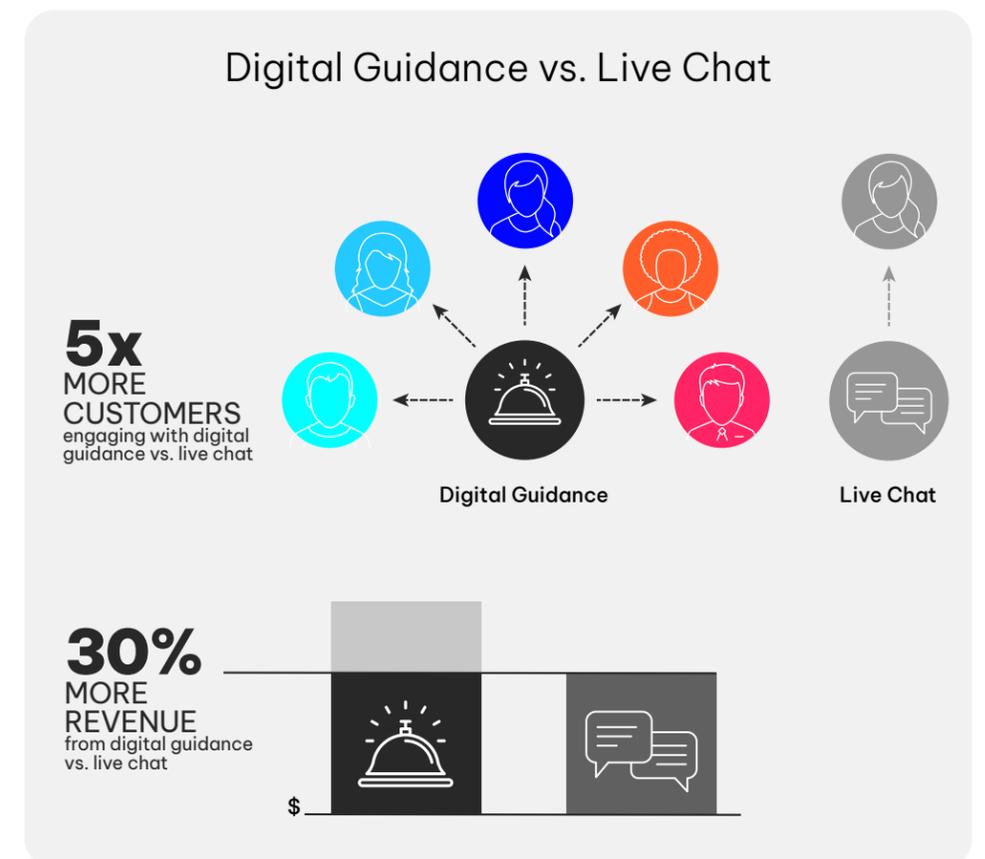
## Chat deflection provides the answer instead of the agent

CXone Guide finds and presents a relevant answer to the customer. If, for whatever reason, the answer doesn't satisfy the customer, then she has the ability to escalate to a live chat interaction by clicking on the Chat button. If the answer provides her with what she needs, then she can click on 'No, I'm Done', and continue with buying her insurance. This is how contextual information can maximize the value of digital engagements. This is the essence of smart self-service with CXone.



## Results

- 5x more customers engage with digital guidance vs. live chat
- 30% more revenue from digital guidance vs. live chat





## CONTACT DEFLECTION—AN EXAMPLE

Effective contact deflection is not rocket science. Take the answers to the most commonly asked questions, and add them to Guide's natural language search repository. When a customer initiates a chat, Guide takes the query from the Pre-Chat Questionnaire, and before passing it to the agent, it will quickly do a search for one or more answers that return with a high relevancy score. In many cases, the customer will be happy to get their answer in less time than it takes to chat.

**Problem:** The customer chooses a basic insurance coverage level with a low level of benefit, thinking that she need only cover her big-ticket items. She hesitates and wonders if she's selected enough coverage. Despite the fact that recommendations for coverage levels are spelled out on the FAQs page, she initiates a chat session to find out.

## ENGAGEMENT MAPPER

Guide's Engagement Mapper and rule builder can differentiate between new and returning customers, leverage user behavior on the site, map page elements, and provide data on user location, page statistics, and personalized data on when and where knowledge is offered. Designed for business users, Engagement Mapper offers a simple interface to build rules by pointing and clicking. Guide makes adjusting rules simple, allowing your digital engagements to keep up with the speed of your business.

## KEY SELF-SERVICE REQUIREMENTS

### Contextual Guidance

- Ability to offer both on-demand and proactive guidance that responds to the customer experience.
- Guidance offered can be text-based articles, tips, videos, and forms.
- Guidance or response should be offered based on customer behaviors: struggle, error messages, browsing patterns, clicks, form field selections, and inputted values.
- Ability to target different customer segments based on viewable and back-end data.
- Ability to pass engagement to Web Analytics.
- Ability to be implemented as a stand-alone solution or to escalate to a live chat or message interaction.

### Engagement Mapping

- Engagements should be able to be created by a business user without coding.
- Solution should provide a drag and drop graphical user interface for rules building and engagement creation.

### Call Deflection

- Ability to intercept live chat requests with relevant text, video, or forms that solve the customer query with a high degree of customer satisfaction.
- Answers provided should be matched based on a natural language search and high relevance score.
- Solution should allow the customer to escalate to a live interaction if the provided answers don't meet their needs.
- Solutions should provide reporting and insight into which articles are the most effective at deflecting contacts and which are not.