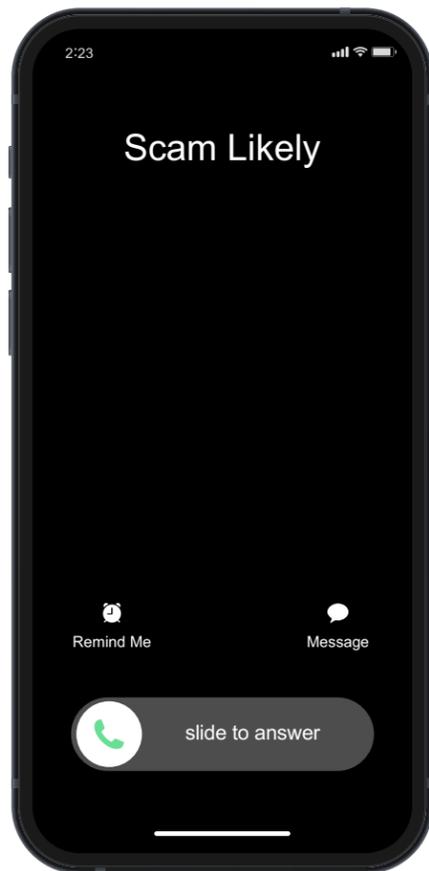


# Universal Call Branding for NICE CXone

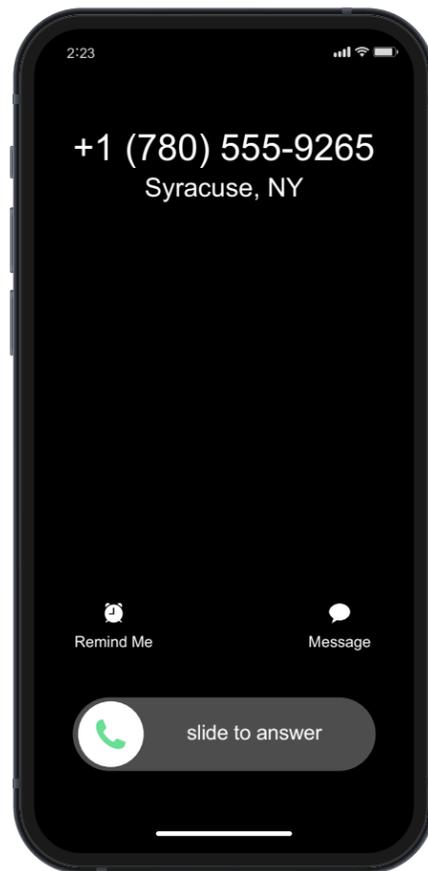
Reach Customers on the First Try

Universal Call Branding for NICE CXone turns mobile phones and devices into highly effective advertising on every call by replacing basic phone numbers with the name, characters and images you want recipients to see. Not only does this eliminate carriers from marking your phone numbers as SPAM, it lets your customers know who you are and why you are calling before they even pick up the phone.

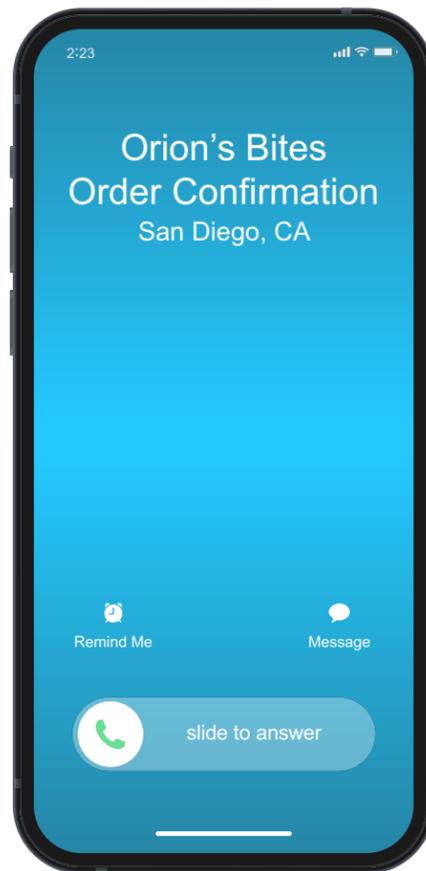
## Which Call Will You Answer?



No Call Branding



No Call Branding



Basic Call Branding  
AVAILABLE ON ALL PHONES



Rich Content Branding  
APP REQUIRED

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.

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### BENEFITS

- Increase answered calls by as much as 90%
- Reduced costs with fewer repeated outbound calls
- Improved customer experience

### FEATURES

- Eliminates SPAM or Unknown Caller labels
- Reduces the number of phone numbers needed
- Rich content branding with logo