Better together

How agentic AI transforms your CX strategies

NiCE

agenda

Today's presenters:

Jennifer Wilson
Director, Product Marketing
NiCE

Sabra Richardson
Senior Product Marketing Manager
NiCE

What We'll Cover

- Intro to agentic AI
- How it works in CX
- How it impacts the workforce
- Benefits and examples of success

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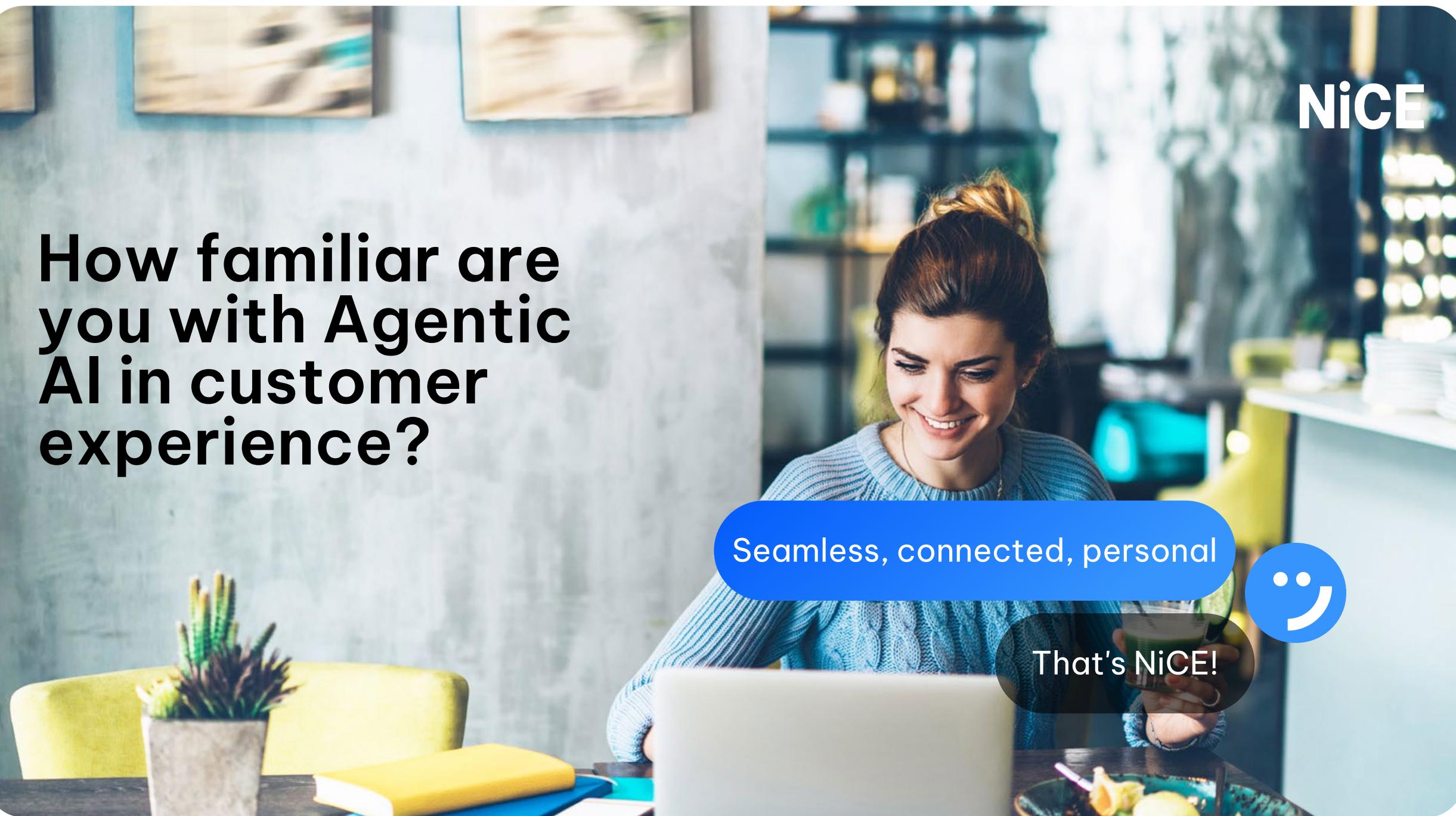
The evolution of AI agents in customer service

Rule-based chatbots

ML-powered assistants

Conversational AI

Agentic AI

- Listen
- Reason
- Act
- Respond

2010s

2015-2020

2020-2023

2024+

Intent-driven

**Autonomous**

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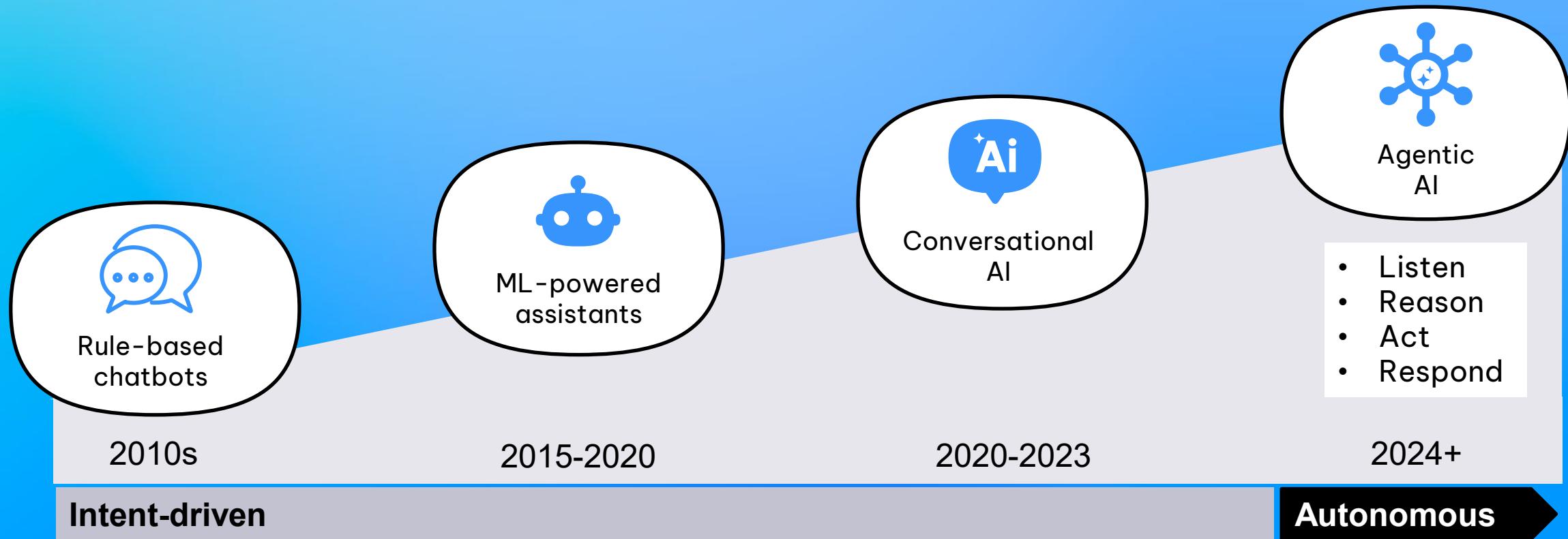
The AI agent landscape

Intent-Driven AI Agents
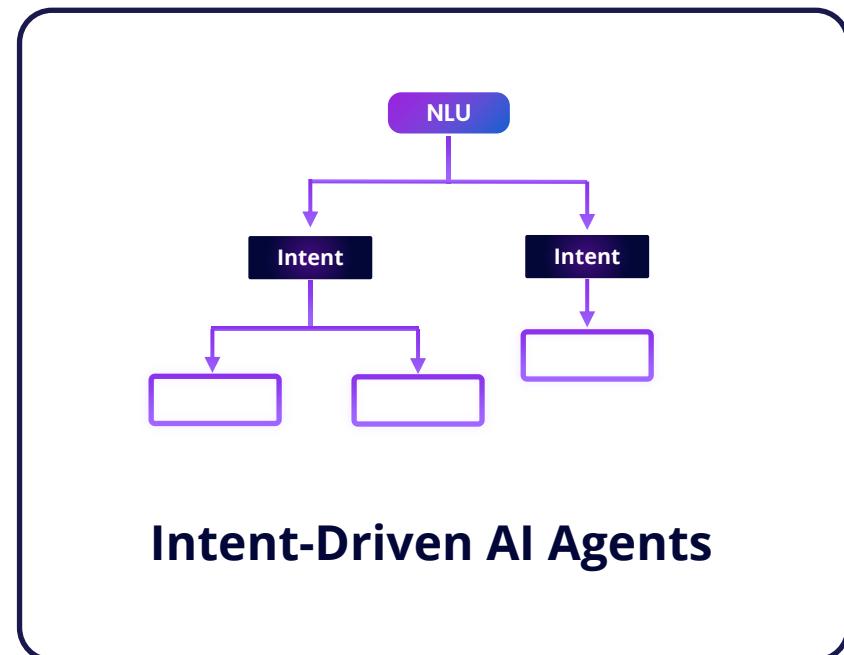
Routine, repeatable work
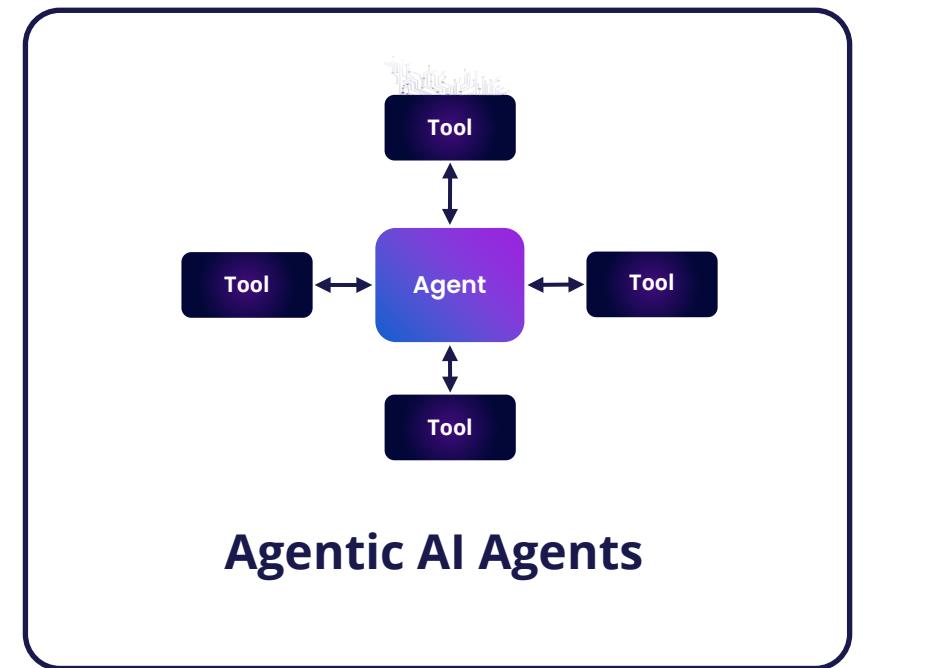
Agentic AI Agents

Complex, dynamic workflows

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Human-Led Contact Center

Fully Autonomous Customer Experience Engine

AI Agents | Human / AI Cooperation | Human Agents

AI Agent KPIs & Insights

Human-to-human Engagement

AI Agents

Human Agents

3 Operate

AI - Augment

1 Engage

2 Deploy

4 Optimize

4 Learn

2 Tasks

1 Refine

AI - Simulate

3 Collaborate

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What's your top priority when adopting AI for CX?

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In a NiCE world

AI is your teammate

Agentic AI in action

Automation

Common requests & proactive engagement
- Predicts customer needs and proactively engages
- Handles routine inquiries autonomously
- Resolves issues without human intervention

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Agentic AI in action

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Augmentation

AI as a teammate
- Suggests responses to human agents
- Provides real-time customer insights
- Handles data retrieval while agents focus on empathy

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Inbox

Paul Lee
Customer Service
Possible Card Fraud   1:45

Evan Mercer
Customer Service
Banking Portal Issues   2:50

Sophie Langston
Customer Service
Banking Portal Issues   3:05

Lucas Manning
Customer Service
Mobile Deposit Issues   3:22

🗨 Webchat

3 private messages | # 22073579 | Open

- A replacement card will be issued and sent to your registered address within 5-7 business days.

In the meantime:
- If you have automatic payments linked to this card, please update them once you receive your new card.
- For urgent payments, visit a branch or use our mobile app for alternative options.

now

Paul Lee

What about my scheduled payments? Can I speak to a representative?

now

OneBank Virtual Assistant

Yes, I'll connect you now. One moment

now

———— TRANSFER TO AGENT ————

Chat with Paul

⚡ Replies

App Space

Journey Summary

Paul has been a OneBank customer since 1996. He recently opened a Certificate of Deposit. He has a notable increase in online purchases over the past 3 months (~$3,000). Recent payment of $500 toward a OneBank auto loan. Paul has expressed interest in opening a OneBank Elite Card.

🔒 **Authentication Complete**
Customer successfully authenticated via IVR.
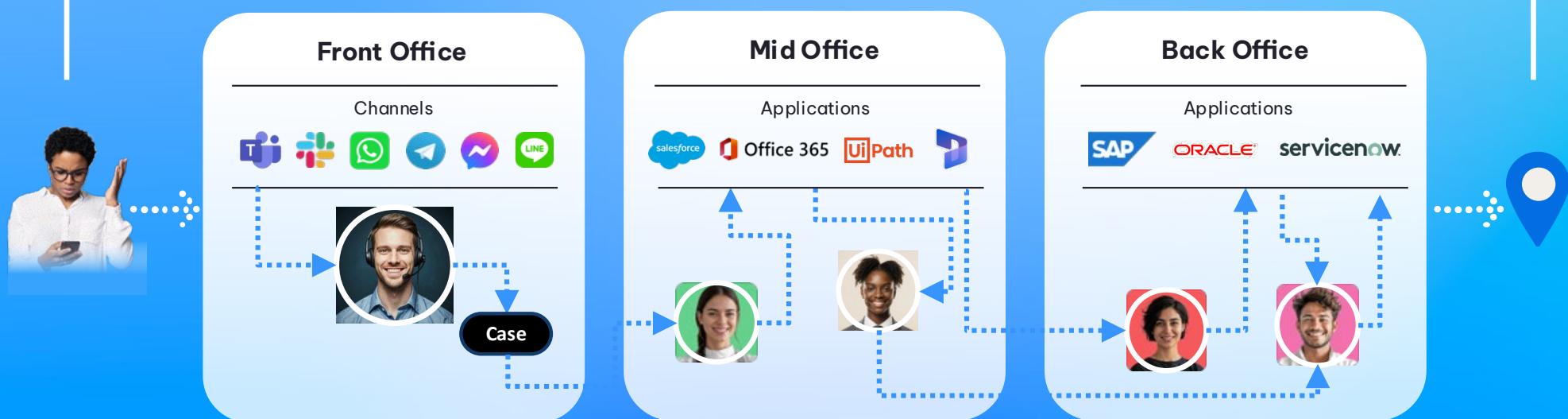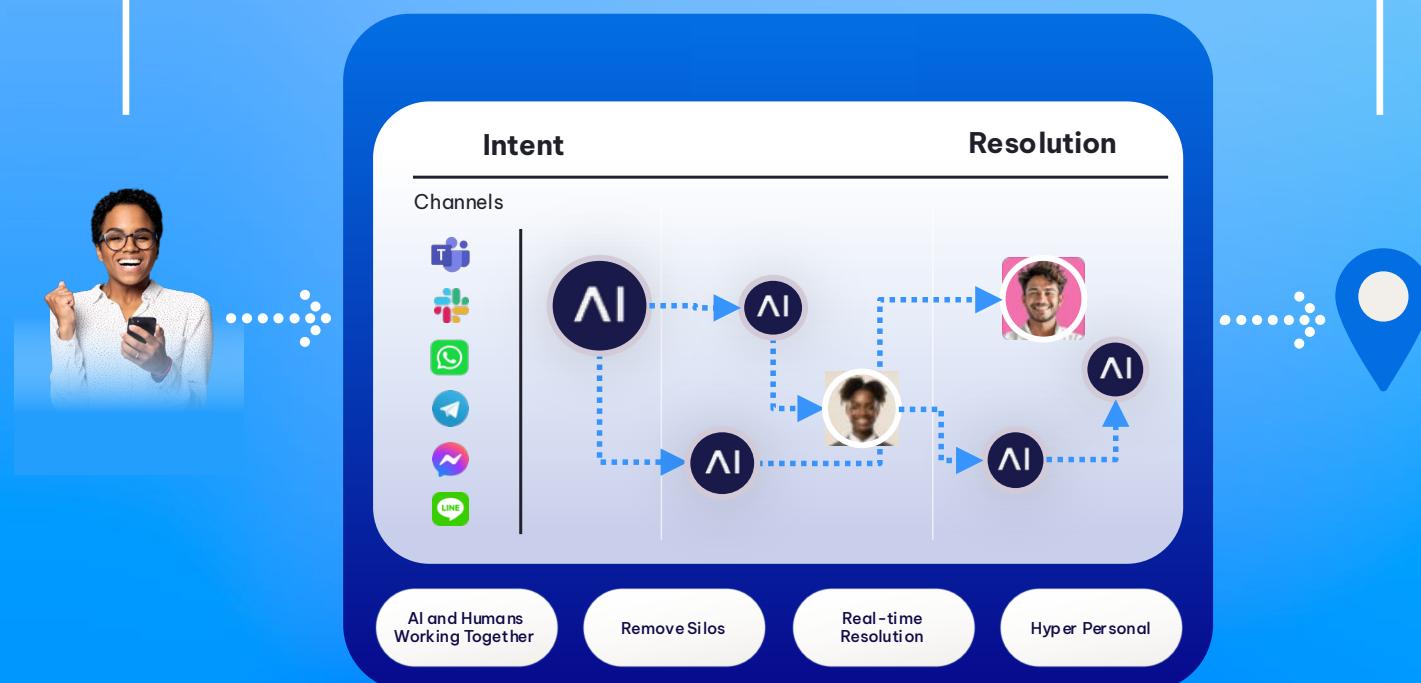
How can I help you?

3-5 Days

Front Office
Channels

Mid Office
Applications

Back Office
Applications

Case

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Agentic AI in action

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Augmentation

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**Connectivity**

Cross-silo task execution
- Integrates with multiple systems seamlessly
- Orchestrates complex, multi-step workflows
- Breaks down departmental barriers

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Today's Landscape
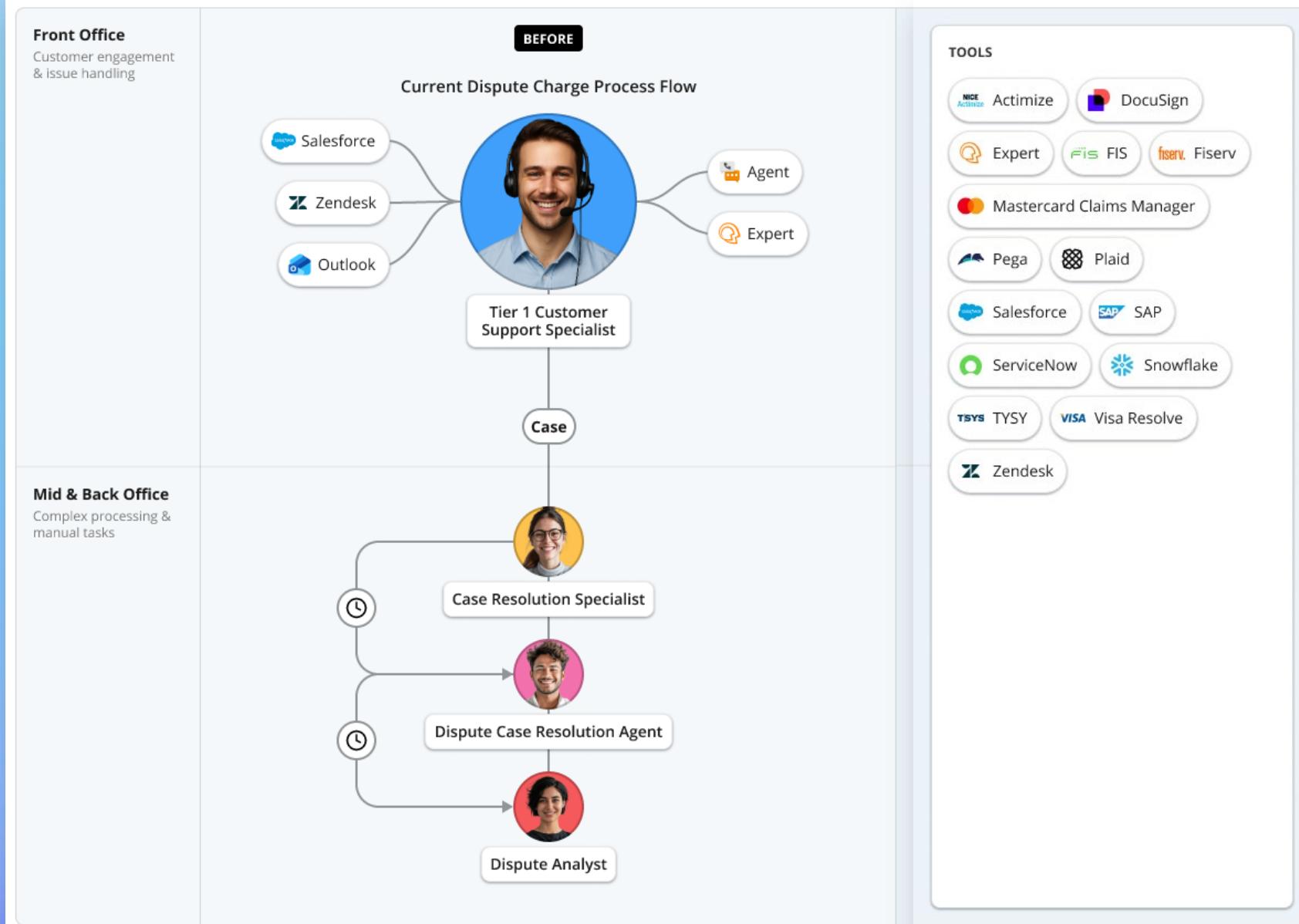
Evolving with Agentic
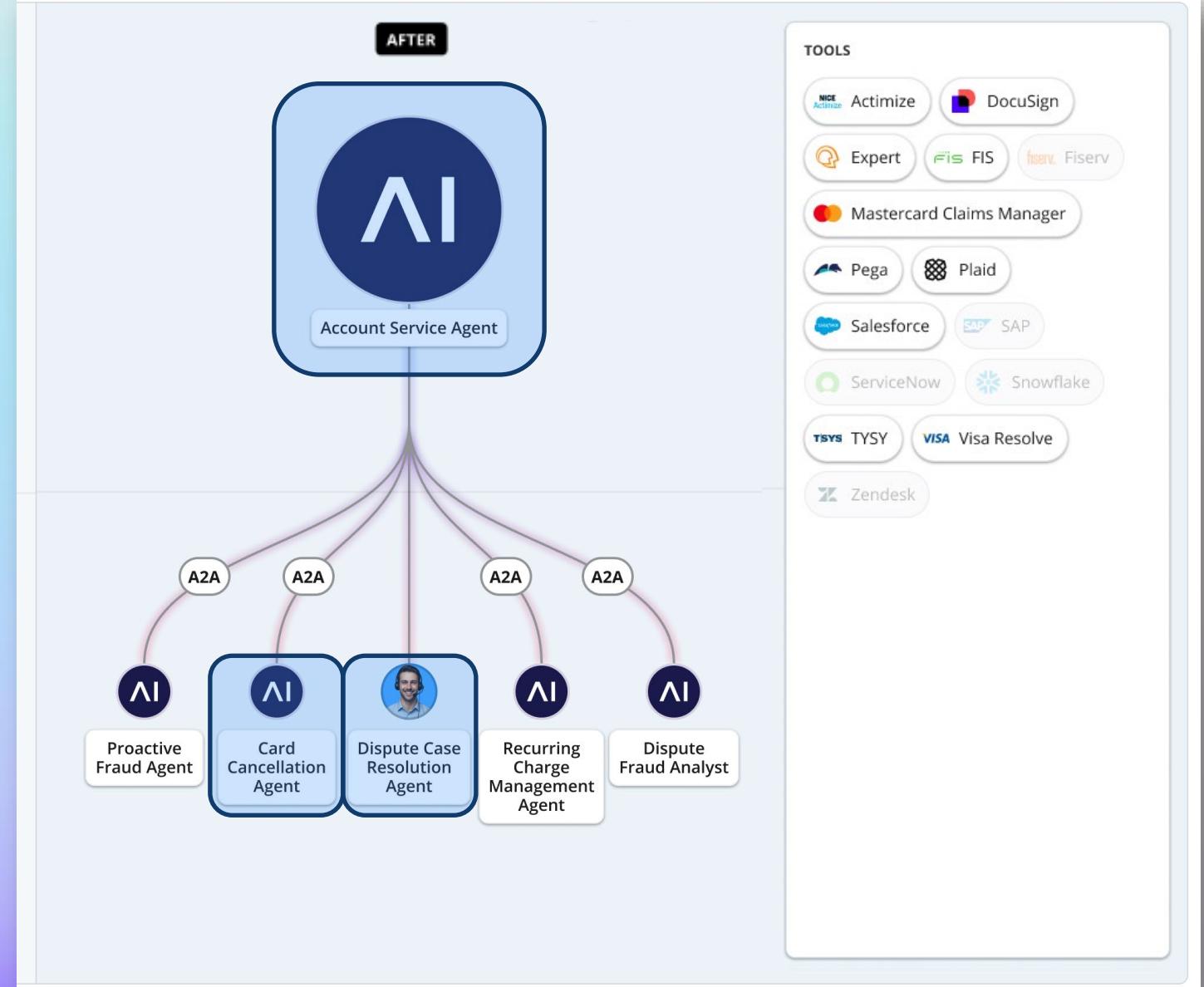
Workforce impact: Empowering teams at every level

Customer / Agent Experience

Predictive & personalized automation

AI as a teammate to agents

Supervisor / Management Experience

Blended workforce

Workforce development

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CX one Mpower

JW

Insights Workspace

AI-driven strategic insights and predictions for supervisors

22% AHT INCREASE

The identified performance deviation suggests Jordan might benefit from additional coaching or support.

Send Simulation

35% ACW IMPROVEMENT

Amanda is notably wrapping up calls faster while still maintaining quality standards.

Give Award

88% RISK OF ATTRITION

Janet is at high risk of leaving due to declining performance and low ESAT.

Learn More

My Impact

PERIOD	Last Week ▼	CHANNELS	All ▼	TEAMS	All ▼	AGENTS	All ▼

📈 Monitoring Frequency ⋮

✦

You monitored
15% more contacts
compared to the average of your peers in the same period.

‹ 1/3 ›

Sessions

90

60

30

0

June 3   June 4   June 5   June 6   June 7
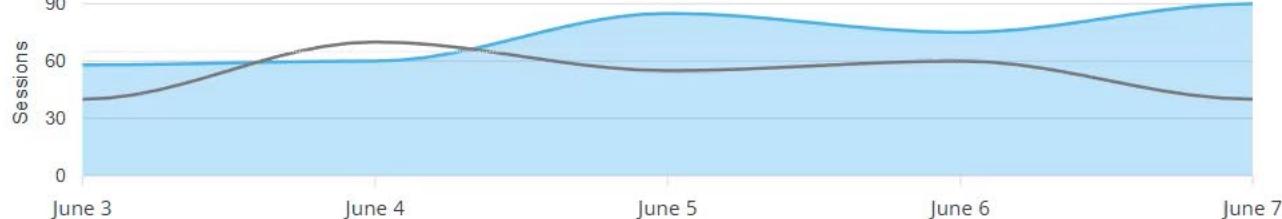
All ▼   Clear All ⚙

Anne Thurium
5:03 in Negative Sentiment

✦ Due to repeated refund requests

View insights ⌄

👎 👍 | 11:30

Rule Condition Triggered
Legal Action Threat (03:42)

✦ The rule was triggered based on the following conditions:

- **Keyword:** Lawsuit
- **Trigger Condition:** Keyword detected
- **Observation Window:** After 3 minutes
- **Triggered By:** Customer
- **Agent Name:** Alex Johnson

👎 👍 | 11:30

SLA is at Risk (84%)
Skill: Technical Support OB

✦ Current SLA 80% | Threshold SLA 75%
6 out of 28 contacts in the queue have exceeded the defined 5:30 minutes wait time threshold

Show Suggestions ⌄

↓ New alerts

11:30

Type your prompt

CXone Mpower

JW

Search | Filters | Focused view

Loading...

SKILLS | **AGENTS** | CONTACTS

Hide Metrics ⌃

40

○ WORKING 20
✓ AVAILABLE 10
⊖ UNAVAILABLE 5
⊟ LOGGED OUT 5

10%
OUT OF ADHERENCE

5:25
LONGEST DURATION

AGENT (40)	AGENT STATE	UP NEXT	CONTACTS	DURATION
✓ Tina Murray	Available (6:38)	Working	4	2:11
✓ Maryland Winkles	Available (9:22)	Working	0	1:37
✓ Freida Varnes	Unavailable: Break (12:46)	Mandatory	4	2:22
✓ Hannah Burress	Available (2:54)	Meeting 1:1	4	2:46
✓ Albert Flores	Available (8:01)	Coaching	3	3:06
○ Johnsie Jock	Outbound (2:47)	Working	1	2:57
○ Tynisha Obey	Outbound (1:39)	Working	4	1:22
○ Hannah Burress	Working (6:38)	Unavailable: Break	0	1:01
○ Guy Hawkins	Inbound (2:46)	Coaching	4	1:17
⊖ Georgette Strobel	Unavailable: Break (15:44)	Working	4	2:57
⊖ Maryland Winkles	Inbound (7:19)	Coaching	3	1:40
◉ Albert Flores	Outbound	Compliance	1	3:29
◉ Cody Fisher	Available	Expert	0	1:19
⊖ Leslie Alexander	Unavailable: Break	Mandatory	1	1:09
○ Arlene McCoy	Outbound	Mandatory	2	1:49

Type your prompt

Assignments

Liam Davis
Email
RE: Where's my refun...   2 hr

Kelsey Walter
WhatsApp
Reservation Status   2 hr

Amara Kapadia
Facebook
Arrange Transport   2 hr

Web Chat

● ● ● 2 Messages   Private Chat | # 22073579   Age | 18-24   Timezone | MST   **View Details** ⌄   ⋮

Liam Davis

Hi, I'd like to set up an appointment with my academic advisor. How do I get started?

2 minutes ago

Wanda S.

Thank you for reaching out to set up time with your academic advisor. What is your major so I can pull up their schedule?

2 minutes ago

Chat with Liam

B I ≡ ≡ ≡   ⚡ Replies   **Send Message** ⌄

App Space

8:02 am

✦ Copilot

Good morning, Emma and welcome to your coaching simulation session!

Would you like to start the Coaching Simulation?

Topic: Provide the correct solution

Duration: Up to 10 mins

▶ Start Now   🕐 Take Later

Type your prompt

Agentic AI in action

Automation — Common requests & proactive engagement

Augmentation — AI as a teammate

Connectivity — Cross-silo task execution

Benefits

Empowerment

- Employee efficiency & engagement
- Data-driven decisions
- Maximized human skills

Satisfaction

- Personalized experiences
- Service consistency
- Faster resolutions

Efficiency

- 24/7 availability
- Immediate answers
- Continuous optimization

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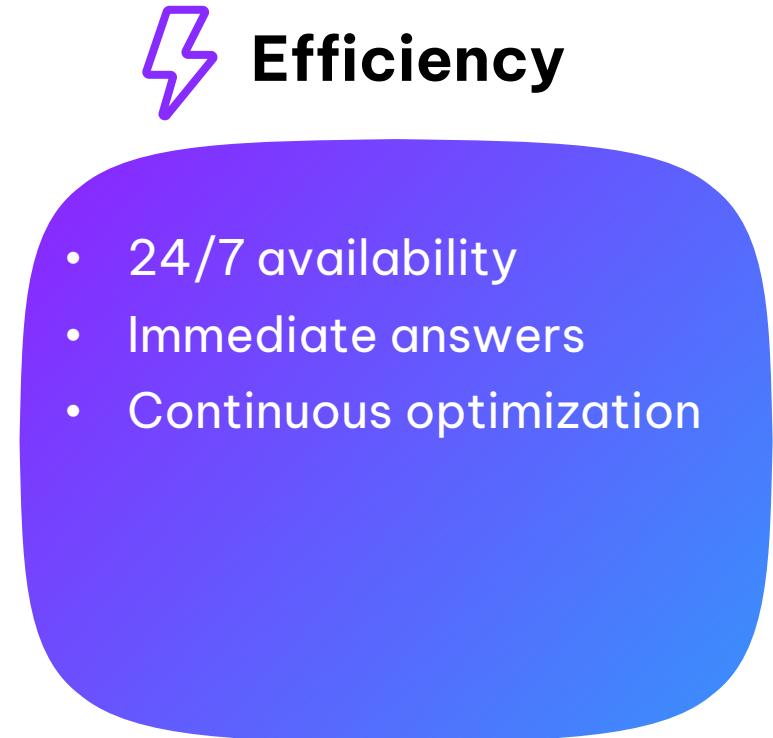
Leading brands transforming CX with AI agents

Lufthansa Group

Toyota

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Leading brands transforming CX with AI agents

- Unpredictable peak times

- Deployed mix of AI agents

Lufthansa Group

16M+

AI Agent Interactions per year with peaks up to 375,000 per day.

Toyota

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Leading brands transforming CX with AI agents

Lufthansa Group

16M+

AI Agent Interactions per year with peaks up to 375,000 per day.

Toyota

98%
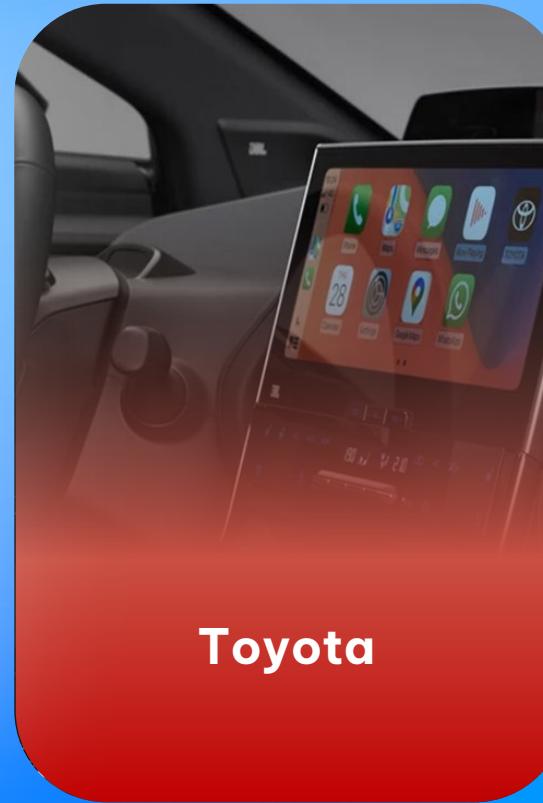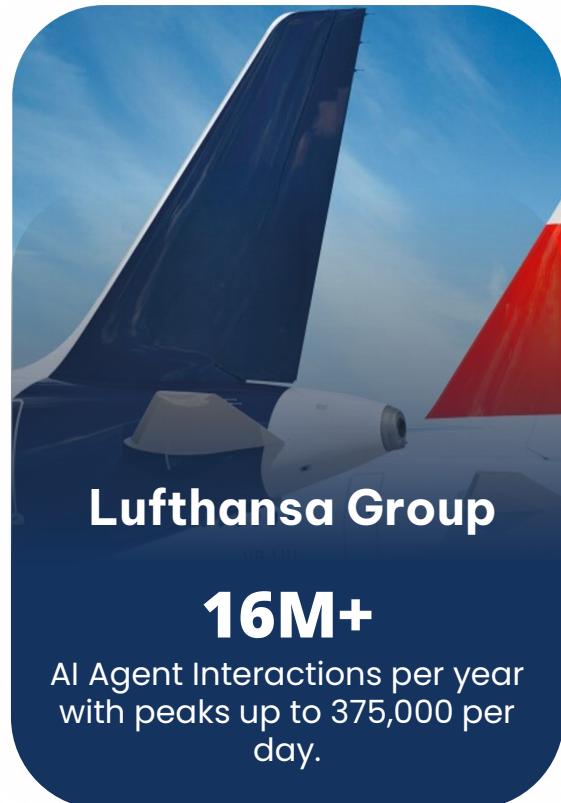
User Satisfaction for AI Outbound Agent Integrated into Car Onboard Electronics
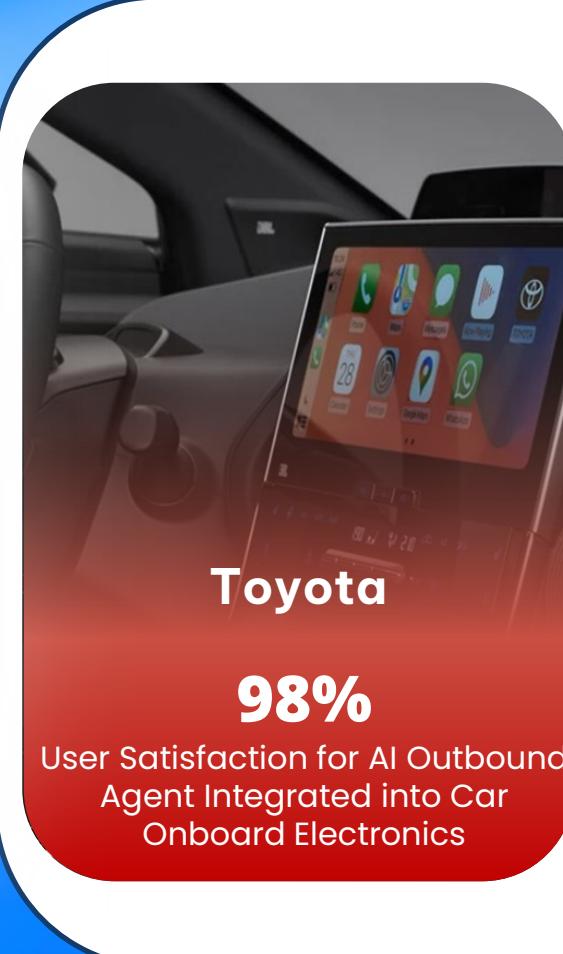
- AI Agents for FAQs on phone and chat

- Voicebot "E-Care" proactively calls vehicle owners
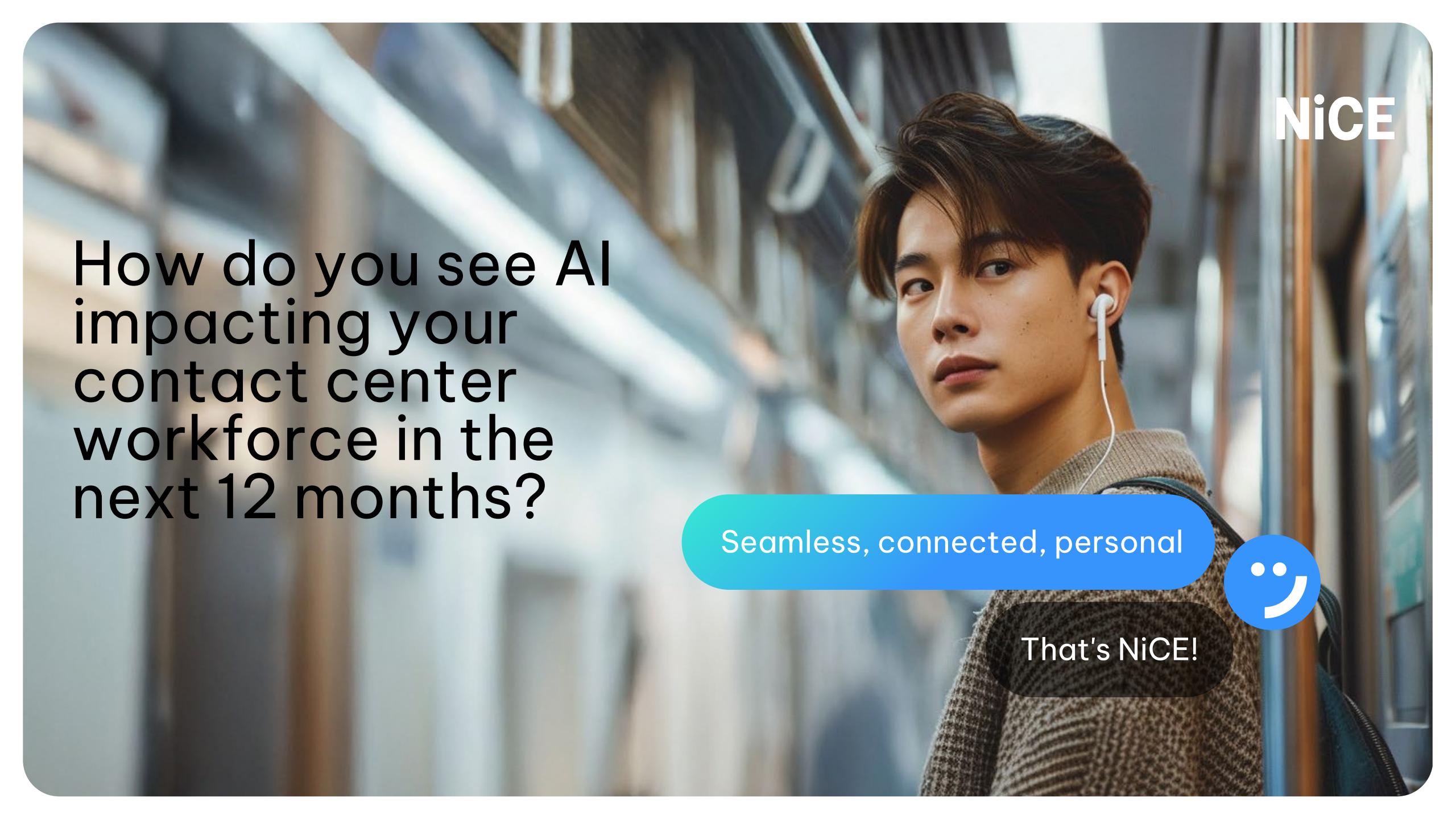
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Key takeaways

Ai Agentic AI and AI agents are transforming CX

AI agents optimize employee experience

Agentic AI enables continuous optimization

AI agents need a solid knowledge foundation

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Q&A

Create a **NiCE** world

Thank You

Create a **NiCE** world ˙‿