



## NICE SmartCenter

An innovative way to manage contact centers and drive business performance.  
Enables organizations to run their business in an insightful and proactive manner  
and take action at the right time.

Insight from Interactions™

**NICE**®

## NICE SmartCenter Delivers

- A single view of the contact center by consolidating data across the organization and delivering consistent information to sites, regions and groups
- The right information to the right people, at the right time
- Advanced interaction analytics tools to understand customer intent and predict trends and behavior
- Root cause analysis by focusing on the meaningful interactions thus shortening the time for corrective action
- KPI-based management to center employees on clear objectives and align the contact center with enterprise goals

## Key Differentiators

- Best-in-class solutions in each category
- Methodology developed by domain experts
- Addresses critical challenges, from operational to strategic
- Powerful performance management and analytics tools
- Maximum flexibility and investment protection with an open architecture

## The Growing Complexity of Today's Contact Center

Contact center management is growing more complex. Organizations must satisfy increasingly demanding, knowledgeable customers who utilize multiple interaction channels (voice, email, self-service and more). In addition, today's dynamic environment requires managing multi-skilled agents, multi-site operations and outsourced service units. The contact center must also answer the strategic need of the enterprise for information about their customers.

NICE SmartCenter enables contact centers to meet these challenges.

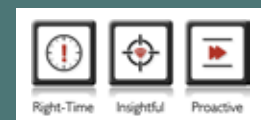
## The NICE SmartCenter Approach

NICE SmartCenter provides an innovative way to manage contact centers and drive business performance. A unique combination of advanced capabilities, market-proven methodology and state-of-the-art architecture delivers a powerful solution that answers the critical needs of the contact center and the enterprise.

## The NICE SmartCenter Solution

- Market leading solutions that cover the major disciplines of contact center management: liability recording, quality management, interaction analytics, workforce management, customer feedback and coaching.
- A structured methodology specifically developed for the contact center and enterprise market by domain experts, aligning people, processes and technologies with customer's business strategy and goals.
- A unified framework based on Service Oriented Architecture (SOA), the emerging industry standard, enabling maximum synergy between the SmartCenter components and external applications.

### The NICE SmartCenter Solution



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