



NICE PERFORM™

PUSHING THE  
PERFORMANCE LEVEL  
OF CONTACT CENTERS

Today, Contact Centers are on their company's front line, receiving on a daily basis thousands of customer calls critical for driving business performance. NICE Perform™ makes Contact Centers indispensable to the operation of every enterprise. Here's how...

Insight from Interactions

**NICE**

## GAIN INSIGHT FROM INTERACTIONS WITH NICE PERFORM™

Everyday, Contact Centers receive thousands of calls loaded with information vital to their company's operation. While agents have perfected the art of listening, are they really all ears? They try to absorb all that is said, but the high volume of calls makes it difficult. These calls contain layers of information that must be peeled away in order to get at the essentials. NICE Perform™ offers tools that capture unstructured multimedia interactions, extract hidden insights, and drive business performance. As a result, Contact Centers become the direct link to their company's success.

## ADVANCED SOLUTIONS FOR IMPROVING BUSINESS PERFORMANCE

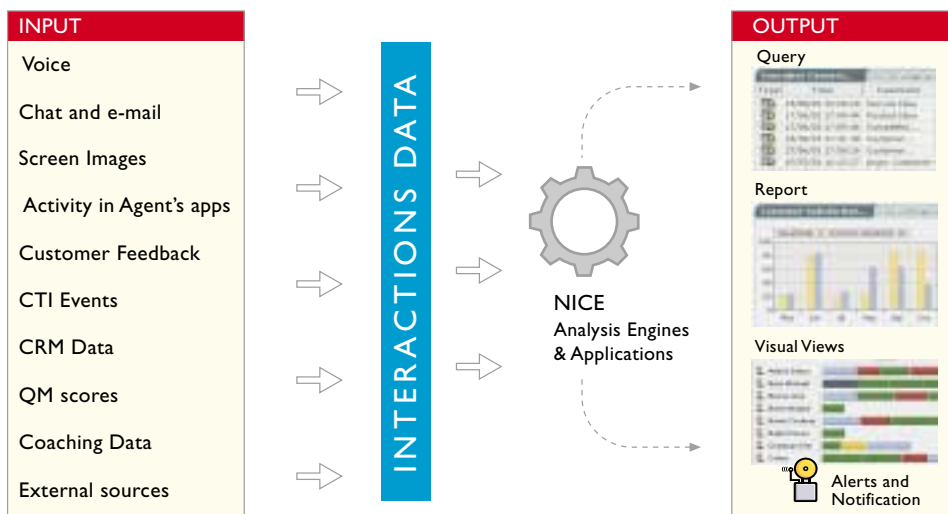
NICE Perform provides leading Quality Management (QM) and analytics solutions. It contains a comprehensive set of Web-based tools for extracting, processing, analyzing and effectively visualizing information from customer interactions on a large scale. This unique solution ensures that all data is rescued from isolation in stand-alone information silos (such as add-on audio analysis solutions, external customer feedback tools, etc.) and fully integrated into an all-inclusive system. Its exceptional capabilities enable it to analyze multi-dimensional aspects of every interaction, flag calls for further analysis (e.g. from customers at risk), and help improve business performance. These capabilities help the organization improve campaign effectiveness, reduce inefficiencies in a contact center's operation, knowledge and skills and much more.

## CONTACT CENTERS: PROVIDING ADDED VALUE TO THE ENTERPRISE

NICE Perform brings out the hidden potential of Contact Centers and highlights the added value they bring to their business enterprises. With NICE Perform, Contact Centers are able to identify interactions where sales opportunities were successful and understand the reasons for this success. It also provides Contact Centers with content analysis for assessing customer reactions to company events and news, and identifying new trends. With this newly defined information in hand, Contact Centers help management focus on important issues necessary for their business operation - thus proving their value to the enterprise.

## ENTER THE AGE OF PRECISION MONITORING

Precision Monitoring focuses on important calls in order to identify trends and the root-causes of contact center issues. Using advanced rules, NICE Perform automatically scores every recorded interaction, identifying calls that do not meet pre-defined quality requirements - such as long holds, multiple transfers, silent periods, use of inappropriate language by agent or customer, and even high emotion levels. Once the system scores these calls, it alerts managers to take immediate action. This might entail bridging an agent's knowledge gaps, or getting to the root of a problem and resolving it. Very often, a problem's cause is beyond the reach of the agent or Contact Center. NICE Perform enables users to focus on the cause of the problem rather than the outcome itself and resolve it.



Gaining Insight from Interactions

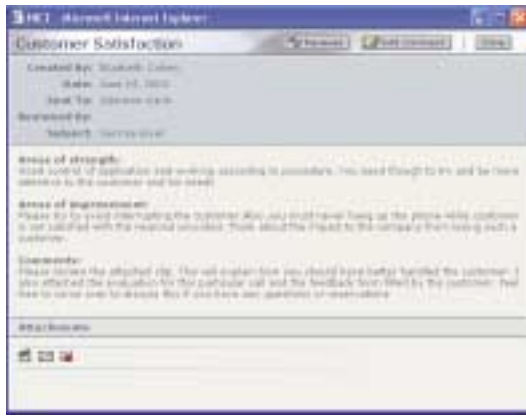
“NICE is giving us a whole new way of looking at our market and our customers. We can now, for example effectively analyze our business strategies and customer contact points to gain much more in-depth knowledge than ever before of our customers, their perceptions of our organization and our relationship with them. It’s exciting to have a quick and easy-to-use tool to deal with brand loyalty. NICE will give us a clear competitive advantage.”

*Sharon Whitwam, Vice President of Member Services, WPS Health Insurance*



### NICE PERFORM HIGHLIGHTS

- Open, multi-tier, secure and scalable architecture.
- Web application suite based on Microsoft .NET advanced capabilities.
- Advanced compression and largest channel capacity for low total cost of ownership.
- Support for hybrid environments, allowing the capture of digital, analog, VoIP and more, in one environment.
- Unlimited number of voice and screen channels per system.
- Unlimited on-line storage capacity with centralized archiving, including integration with leading storage vendors.
- Distributed architecture, supporting complex multi site configurations.
- Web services, COM and XML interfaces.



NICE Perform's analytical tools provide insights from interactions. The coaching solution helps take immediate action by creating coaching packages that truly empower agents.

## AN EMPOWERED AGENT IS A SATISFIED EMPLOYEE

Ensuring employee satisfaction is vital for maintaining satisfied customers. NICE Perform seamlessly integrates e-Learning with QM so that Contact Centers can provide continuous feedback to their agents. NICE's coaching module bridges knowledge gaps by providing tools for creating coaching packages and sending them directly to the agent's desktop. Agents use NICE Perform's customized portal to view their progress, compare their performance to that of their colleagues, and play back calls. The end result: effective communication and recognition - two essential elements for increasing employee satisfaction and reducing agent attrition.

## COST EFFECTIVE "ALL CALL RECORDING" FOR QUALITY MONITORING

Companies are coming to the realization that it is better to record all their calls. Preventing potential litigation is one of the reasons. They also want to gain maximum insights from their interactions with customers. Many companies compromise and record only a call sampling simply because of the cost - not because they don't recognize the value. NICE Perform eliminates this compromise. For the same price, it captures all interactions (voice and screen), analyzes them, and based on predefined rules, stores only what is necessary. The system's advanced query capabilities provide flexible tools for pinpointing relevant calls based on needs and privileges. As a result, users do not get lost in unnecessary data while searching for the relevant calls.

## AN "INSURANCE POLICY" FOR LIABILITY SUITS

In today's world, many companies must record interactions to comply with the law. Similarly, they record in order to protect themselves in the event of liability suits. NICE Perform's state-of-the-art High-Density Logger provides a complete, reliable and robust multi-media recording and storage solution. High Density Logger is a proven solution used for liability recording by leading financial companies and by Fortune 100 companies around the world. With centralized archiving in the NICE Storage Center, it virtually provides an unlimited on-line capacity, reducing footprint size and total cost of ownership.

## SECURITY AND REGULATORY COMPLIANCE

Today, companies face a growing number of state and federal regulations. NICE Perform is designed with the importance of security and new regulations in mind. Laws such as the Telemarketing Consumer Protection Act and HIPPA - impacting health care and insurance companies - affect inbound and outbound contact centers, forcing companies to change the way they do business. NICE Perform guarantees a high security level. It is built on Microsoft 2003 servers, providing a secure and reliable recording platform. It also provides state-of-the-art system administration containing advanced security features using definable profiles. This enables different levels of security down to the specific agent, as well as audit traces on any activity performed within the system.

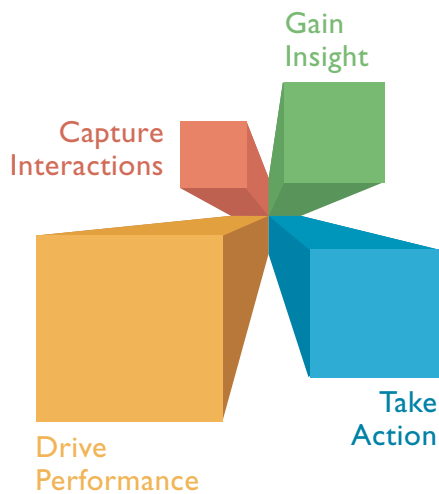


The NICE Perform business portal provides each user with a summarized, fully personalized view of the main activities of the contact center.

## NICE PERFORM BENEFITS

- Generates insight into customer behavior through the use of analytical capabilities.
- Drills down into performance metrics in order to analyze root causes behind problems impacting productivity.
- Increases operational efficiency through improved agent productivity and effective customer service processes.
- Increases sales by improving agent performance and skills.
- Increases customer satisfaction and customer loyalty.
- Empowers employees and builds morale, creating a chain reaction that directly impacts your bottom line.

## NICE PERFORM SOLUTION



## NICE PERFORM FEATURES

- Random selection of calls for evaluation based on advanced criteria (such as call duration, VDN, dialed number).
- Creation of advanced evaluation forms, including flexible scoring and various question types.
- Advanced reporting capabilities, including over 60 best practice report templates.
- Integrated coaching module for delivering coaching packages to the agent desktop.
- Clip creation tool for turning any call into a best practice
- Flexible, customizable portal enabling users to access information anytime, anywhere.
- Audio analytics provide advanced tools for analyzing and interpreting recorded words and emotions.

**NICE Systems** is the leading provider of Insight from Interactions, based on advanced content analytics of telephony, web, radio and video communications. NICE's solutions improve business and operational performance, as well as security. NICE has over 23,000 customers in 100 countries, including the world's top 10 banks and 78% of the Fortune 100. More information is available at [www.nice.com](http://www.nice.com)

Global  
International HQ  
NICE Systems Ltd  
8 Hapnina Street  
POB 690  
Ra'anana 43107  
Israel  
T +972 9 775 3777  
F +972 9 743 4282

Americas  
North America  
NICE Systems Inc  
301 Rt 17 North  
10th Floor  
Rutherford NJ 07070  
USA  
T +1 201 964 2600  
F +1 201 964 2610

APAC  
Asia Pacific  
NICE APAC Ltd  
Rooms 1407-08  
Harbour Centre  
25 Harbour Road  
Wanchai, Hong Kong  
T +852 2598 3838  
F +852 2802 1800

EMEA  
Europe, Middle East & Africa  
NICE CTI Systems UK Ltd  
Tollbar Way, Hedge End  
Southampton  
Hampshire SO30 2ZP  
United Kingdom  
T +44 8707 224 000  
F +44 8707 224 500

360° View, Agent@home, Executive Connect, Executive Insight, Experience Your Customer, Investigator, Lasting Loyalty, Listen Learn Lead, MEGACORDER, Mirra, My Universe, NICE, NiceAdvantage, NICE Analyzer, NiceCall, NiceCLS, NiceCMS, NICE Feedback, NiceFix, NiceGuard, NICE Learning, NICE Link, NiceLog, NICE Perform, NICE Playback Organizer, Renaissance, ScreenSense, NiceScreen, NiceSoft, NICE Storage Center, NiceTrack, NiceUniverse, NiceUniverse LIVE, NiceVision, NiceVision Harmony, NiceVision Mobile, NiceVision Pro, NiceVision Virtual, NiceVision Alto, NiceVision NVSAT, NiceWatch, Renaissance, Secure Your Vision, Tienna, Wordnet and other product names and services mentioned herein are trademarks and registered trademarks of NICE Systems Ltd. All other registered and unregistered trademarks are the property of their respective owners.

ALL CONTENTS OF THIS DOCUMENT ARE COPYRIGHT © 2005 • DATE 07/2005  
P/N 406F0182-01

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

