



# Overview:

## Nexidia Analytics

Companies today face several critical business challenges – the need to increase revenue and market share, acquire new customers and retain existing ones, drive operational efficiencies, ensure corporate and regulatory compliance, and increase overall customer satisfaction.

In today's fast paced world, where decisions are made quickly, ensuring data is accessible is a top priority for business leaders. According to research from Aberdeen Group, companies that eliminate data segregation are more likely to improve both year-over-year revenue and profits. With the next iteration of Nexidia Analytics, NICE is helping to lead the charge.

Customers demand a unified interaction analytics platform that will accurately search, identify, and draw conclusions from a single pool of audio, chat, e-mail, and text interactions. Not only does Nexidia Analytics provide best-in-class text and speech analysis, it's one of the first tools of its kind that truly offers common metrics and a single interface that enables users to seamlessly organize, analyze and operationalize this data.

### Using this powerful toolset, you will be able to answer questions such as:

- Exactly why are customers contacting our company? What are the product or process issues that need to be addressed?
- What sales offers have we been making? Which ones resonate with which prospects and customers – and why?
- What competitive intelligence can we gather from our customers?
- Which agents excel at customer service and what makes them successful?

Nexidia Analytics provides more than the missing piece of the puzzle – it assembles the puzzle, providing vital agent and customer behavioral data found in contact center interactions from sources including audio, chat, e-mail, SMS, surveys and social media. By placing all of these data sources in a single pane of glass, businesses can identify correlations, view trends, uncover root causes, build predictive models, and draw the conclusions that empower them to approach their customers in new and innovative ways.

# Breakthrough Technology Framework

Nexidia Analytics's significant innovation is a single ingest pipeline that sorts, searches, analyzes, and cross-references data from a host of text and audio inputs. Nexidia Analytics provides the most comprehensive view of customer interactions in the industry no matter the channel. Users can make use of this innovation in a number of ways:

## 1 Multi-Channel Discovery

- Create a word cloud that accounts for frequently-used phrases across multiple interaction channels—text, speech, and audio.
- Each phrase is linked to a number of specific interactions containing that phrase.
- Different data views can identify trending phrases, numbers of interactions containing specific phrases, and phrases that are similar to one another or used in the same context.

## 2 Multi-Channel Search

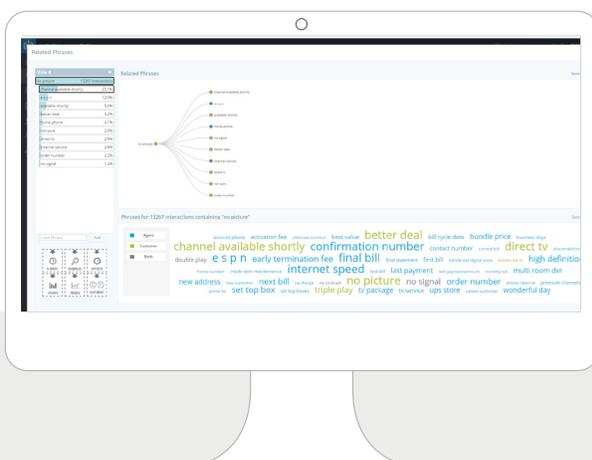
- Find specific words or phrases across any and all interaction channels.
- Advanced search uses operators (AND, OR, AND NOT, etc.) to enable users to drill down further. Each result can be linked to a specific interaction.

## 3 Multi-Channel Reports

- Find out what users are calling, web chatting, and emailing about.
- Obtain a holistic report that runs down the most frequently-discussed topics over all interactions across all channels.
- Track customers who begin interactions over one channel and move to another – for example, support queries that start out over email and escalate to chat.

## 4 Advanced Multi-Channel Taxonomy of Topics

- Place a number of specific behavioral events under an umbrella that represents a single business topic.
- Track a large number of behavioral events with a glance.
- Find out if customers are saying the same things across all channels.



This innovation is backed up by an upgraded Natural Language Processing engine that emphasizes text recognition, as well as Neural Phonetic Speech Analytics™ technology that smartly combines phonetic indexing and search with Large Vocabulary Continuous Speech Recognition (LVCSR). Nexidia Analytics is the only interaction analytics solution that uses Deep Learning neural networks, which allows our analytics algorithm to deliver the highest accuracy against real-world conversational audio. With this capability, Neural Phonetic Speech Analytics produces word-level transcription of the audio, a phonetic index and customer sentiment scores with unparalleled speed and accuracy.

Analyzing this repository of customer interactions, often in multiple languages and at unprecedented speeds, requires a scalable architecture. Neural Phonetic Speech Analytics processes customer interactions within the Nexidia Search Grid.™ This powerful and flexible architecture utilizes a MapReduce style framework to allow massively parallel, distributed processing of data on commodity hardware or in the cloud. A Nexidia Search Grid™ configuration can expand when interaction volumes increase or data retention periods grow. Where other solutions require multiple instances of software in order to keep up with large implementations, Nexidia Search Grid™ manages these large implementations with one logical instance of the system.

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## Early Discovery Reveals Issues and Trends

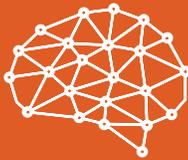
Nexidia's early discovery functionality reveals what you don't know to look for – the emerging issues, trends, and topics that merit further investigation. Users can navigate through word clouds to understand the relationships between topics and the relative occurrence of these topics to determine root cause. Customer sentiment is measured on each interaction and is used to understand the issues that relate to high and low customer satisfaction.

New in Nexidia Analytics, the discovery feature accepts text input from any and all text data sources. This is significant – 30-50% of contact center interactions take place via text channels, a trend that shows no sign of abating. Incorporating text input means capturing more data – and due to the nature of the Neuro-linguistic programming (NLP) engine, this equates to more accurate search and analysis.

### Other Features Include:

- Caller intent dashboards display trending topics to jumpstart further analysis
- Highly configurable word clouds include filters for sentiment, speaker, or phrase length
- Enhanced sentiment analysis sorts calls based on positive or negative sentiment and trends this sentiment with visual displays
- Robust related phrases functionality shows relationships between topics, providing the context for root cause analysis

# From Early Discovery to Deep-Dive Root Cause Analysis



Early discovery is key to investigating text and audio in order to formulate hypotheses, but this is only the beginning. The next step to leveraging the power of Nexidia Analytics is to take these insights and use them for deep, quantitative analysis across all customer interactions, without regard to the medium. Nexidia's phonetic indexing and search engine analyzes 100% of customer interactions to uncover precisely how often events occur, why events occur, and the impact they are having on the business.

Nexidia supports ad hoc searches to find any important phrase in any channel, without the restriction of a pre-set dictionary of words or complex lexicon of phrase combinations. Once results are found, simply save that search using logic that defines the relationships between phrases, combined with time-based operators for deeper cause-and-effect connections.

This toolset allows analysts to go deep into the web of customer and business relationships. Using this set of tools, users can drill down to find information that can support every level of the business. Whether the data ends up in a presentation to board-level executives, or in an individual performance review, there's no data too granular to be included.

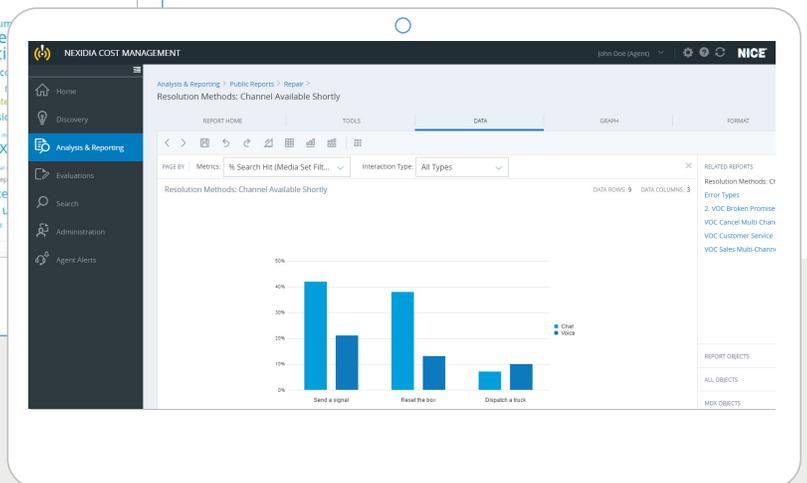
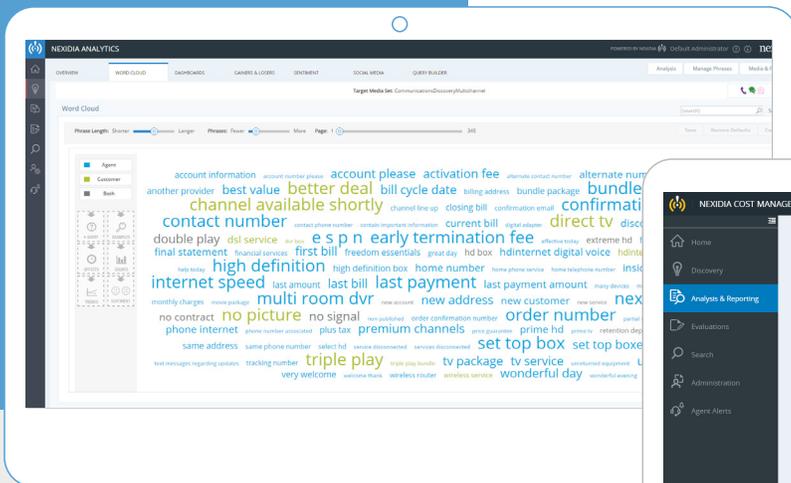
## Analysis and Reporting Features:

- **Call Categorization** identifies most relevant topics
- **First Contact Resolution (FCR) analysis** targets common repeat interaction types and shows relationships between interactions
- **Root Cause Analysis (RCA)** determines the reasons customers interact with the contact center, identifying agent behavioral and process issues
- **Advanced Reporting** provides easy-to-read dashboards that highlight the relevant information needed to make decisions

# Metrics-driven Performance Management



An interaction can take place via text, chat, email, or voice. With Nexidia Analytics, each individual interaction, on any channel, is assigned appropriate weight. Nexidia Analytics uses 100% of captured interactions for agent evaluations and performance measurement. This approach produces metrics designed to identify outliers – enabling quality managers to quickly identify agents in need of coaching. Nexidia supports custom metrics for quality initiatives based on analytics results supporting all metadata fields in the system. These quality initiatives ensure that agent performance aligns with goals important to both the contact center, and to the company as a whole. Agent performance management is further supported by the Agent Evaluations Portal. Via the portal, agents review their individual evaluations, view how they are performing against their peers and even perform self-evaluations as part of the collaborative coaching process.



## Performance Management Features:

- User-defined quality initiatives track performance at site, team and agent levels based on goals and performance thresholds
- Drill-down capabilities reveal relevant voice, text, chat, and email interactions immediately, without any search time
- Create accurate performance metrics and track results by analyzing 100% of interactions

## Bringing it Full Circle: Real-time Resolution for Audio



The next logical step in the analytics continuum is to take the results from post-call analytics and apply them to real-time monitoring and resolution. Nexidia Scan and Agent Assist, a complimentary capability to Nexidia Analytics, is a tactical, agile, real-time resolution solution enabling contact centers to respond immediately to emerging issues as they take place on the phone. The solution triggers agent and supervisor alerts based on configurable events and powers agent desktop alerting with relevant information. Scan and Agent Assist provides real-time resolution that enables companies to change agent behavior and maximize performance management.

### Scan and Agent Assist Features:

- Omitted phrase detection
- Spoken phrase detection
- Sentiment detection
- Customized supervisor alerts and escalations

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## Why Choose Nexidia Analytics?

Nexidia Analytics assists contact centers in improving business operations by delivering consistent visibility into overall corporate objectives.

**Scalability** – Nexidia’s proprietary technology for turning interactions into usable data is over 50 times more scalable than alternatives.

**Flexibility** – Nexidia’s commitment to open data standards ensures results from analytics are available for any type of downstream analysis – there are no hidden fees or red tape designed to hold data hostage.

**Speed & Accuracy** – Deep Learning Neural Networks gives unparalleled speed & accuracy.

**Outcomes based** – The philosophy is “Analytics isn’t something you buy, it’s something you do.” Nexidia partners with customers and focuses on outcomes rather than software inputs.

**Credibility** – Nexidia’s customers are the largest and most credible in the market and have achieved the best outcomes in their industries. According to the research firm DMG Consulting, NICE has already cornered 40% of the Contact Center WFO market, making us the largest player in the industry.