



¡Bienvenidos!

[Webinar]

Lanzamiento de CXone para el mercado
en México

Noviembre, 2020

NICE imt.

Presentan:



Ingrid Imanishi
Solutions Executive

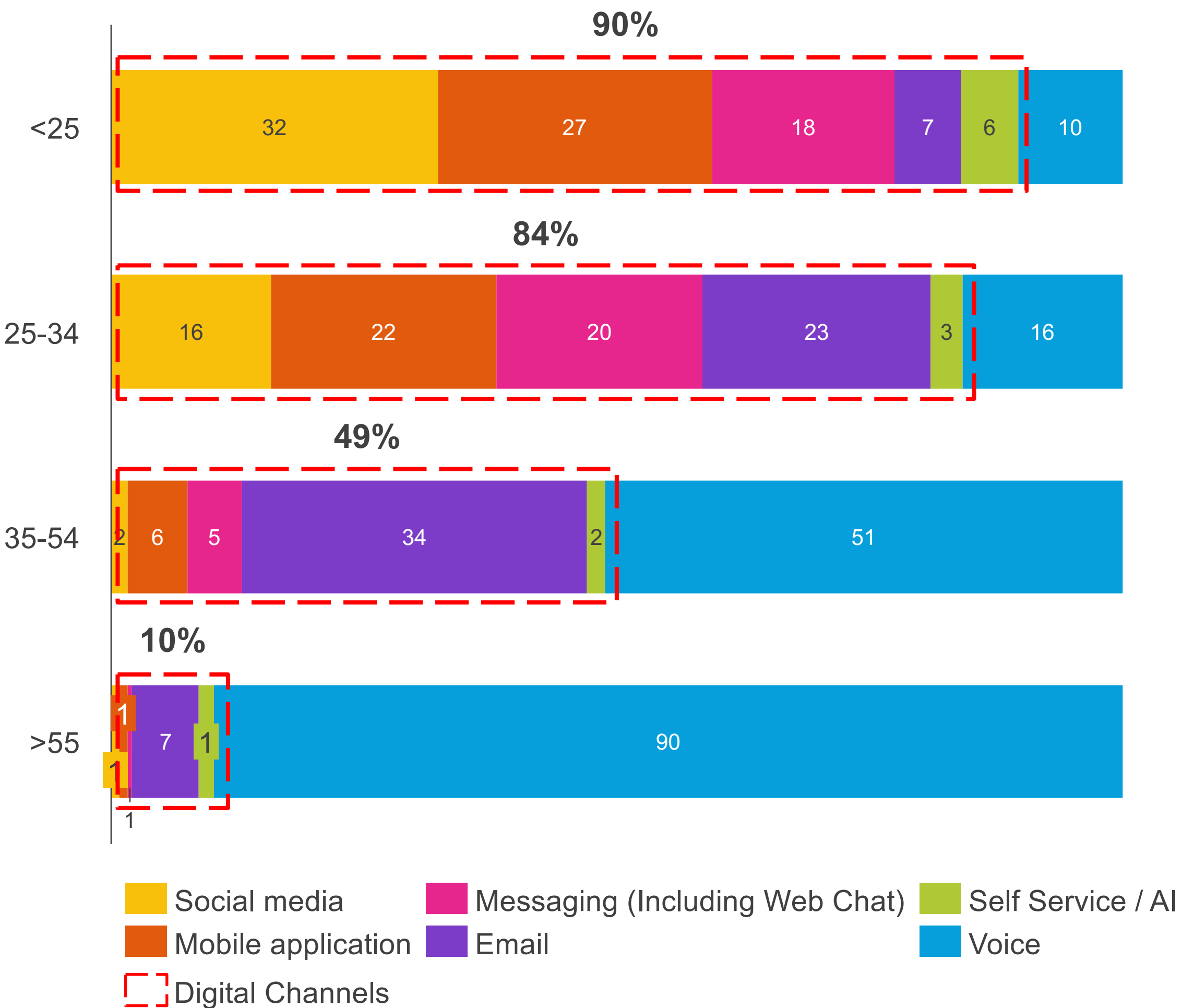


Norma Pineda
Directora Regional



Thiago Siqueira,
Director de Operaciones para CALA

Digital Channels Preference

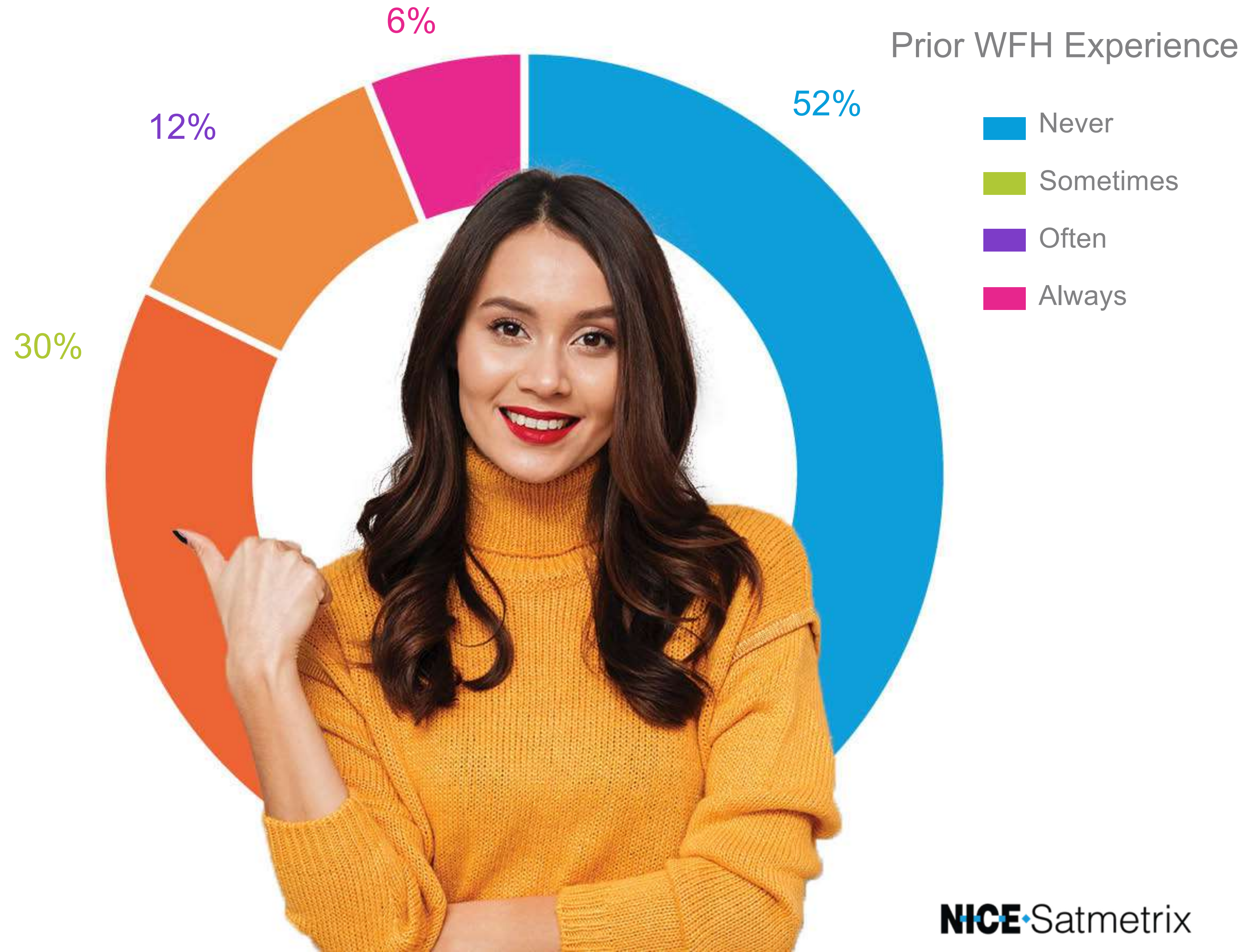


EMPLOYEE EXPERIENCE AT HOME IN TIMES OF CRISIS

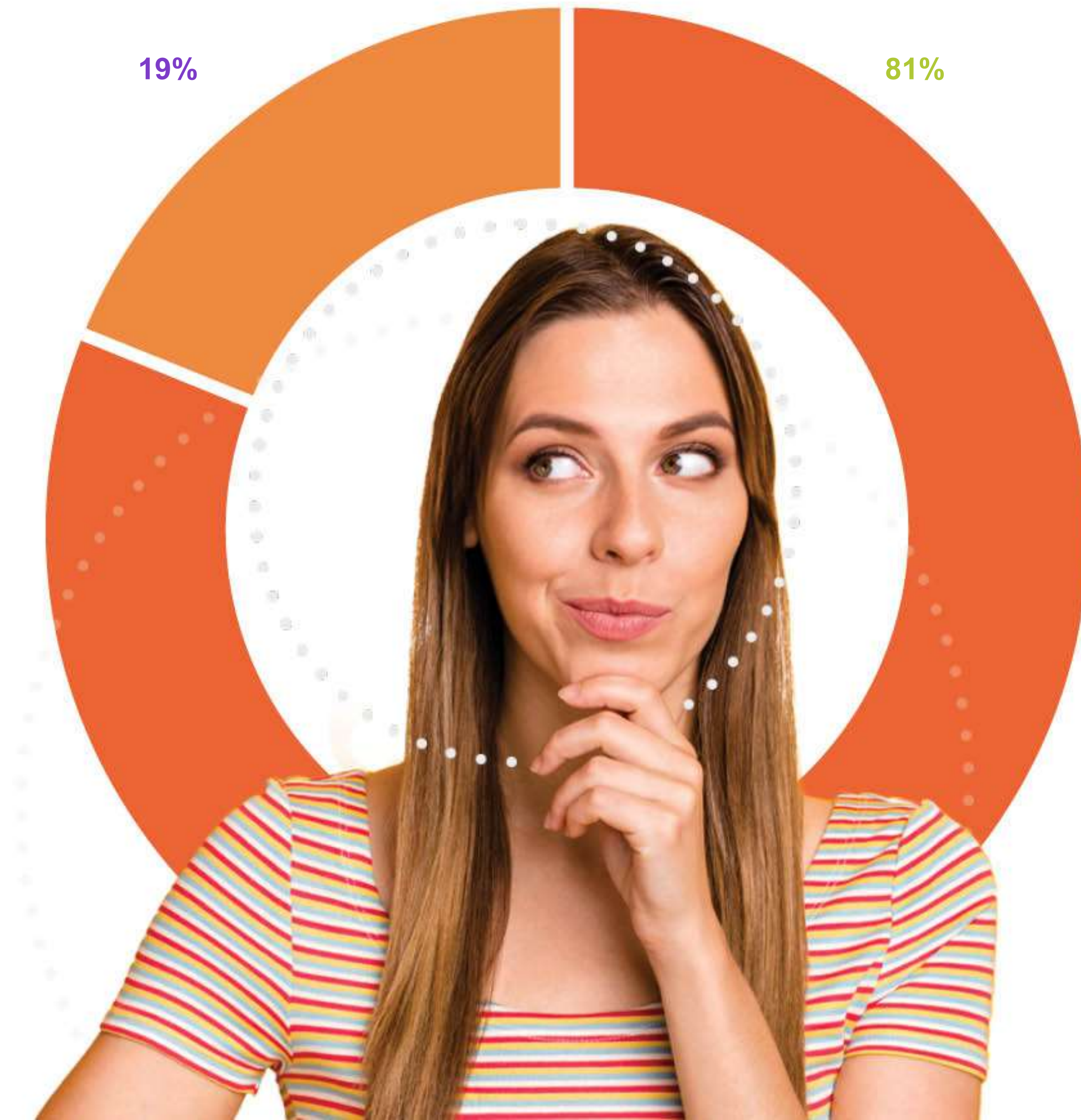
NICE Satmetrix Employee at Home Benchmark
Results Revealed

New to WFH

- Most people are new to working from home!
- **52%** of people seldom or never had the chance to work from home before this crisis.
- Over **80%** of people worked at most only a few days a week from home.



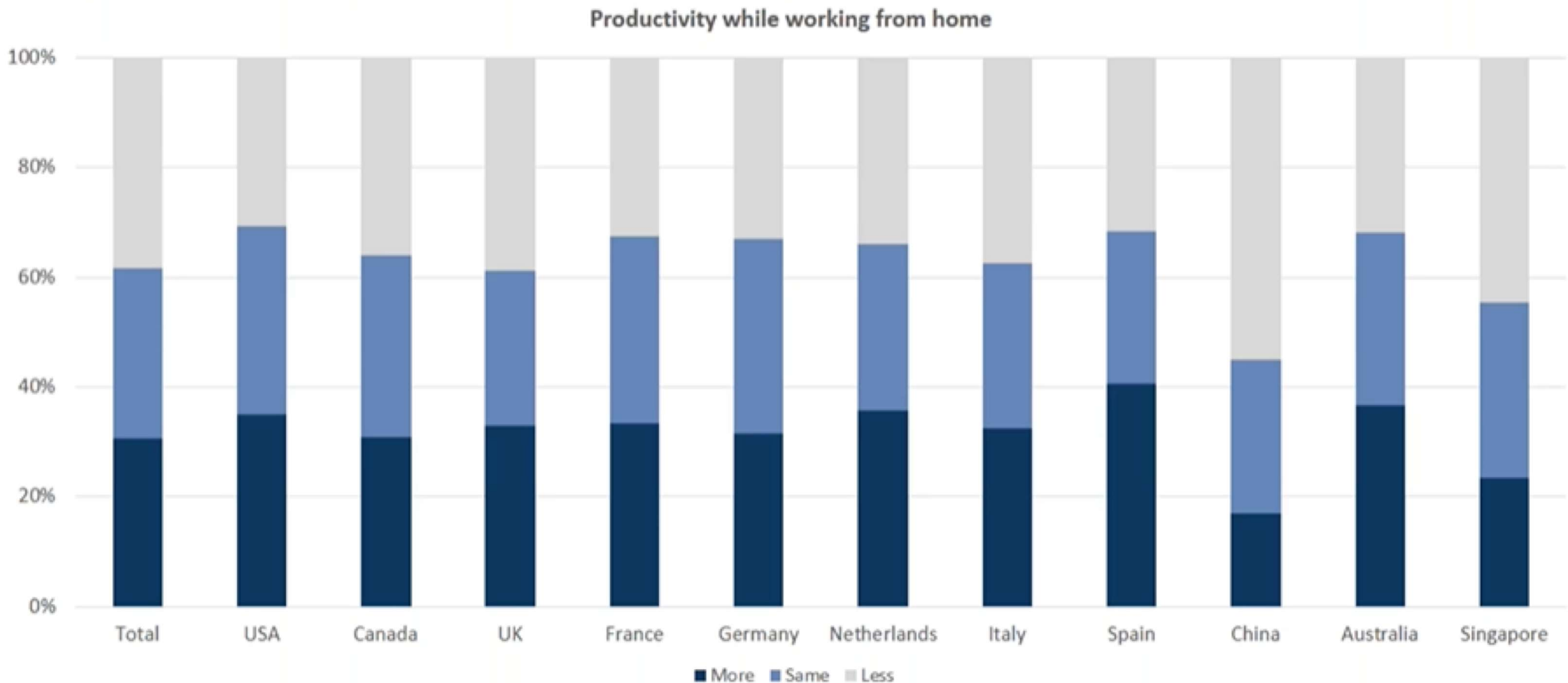
Companies are Effective at Supporting Their New Workforce



Was my company effective in supporting their remote workforce?

- Effective
- Ineffective

Productivity was Not Significantly Impacted in Most Regions

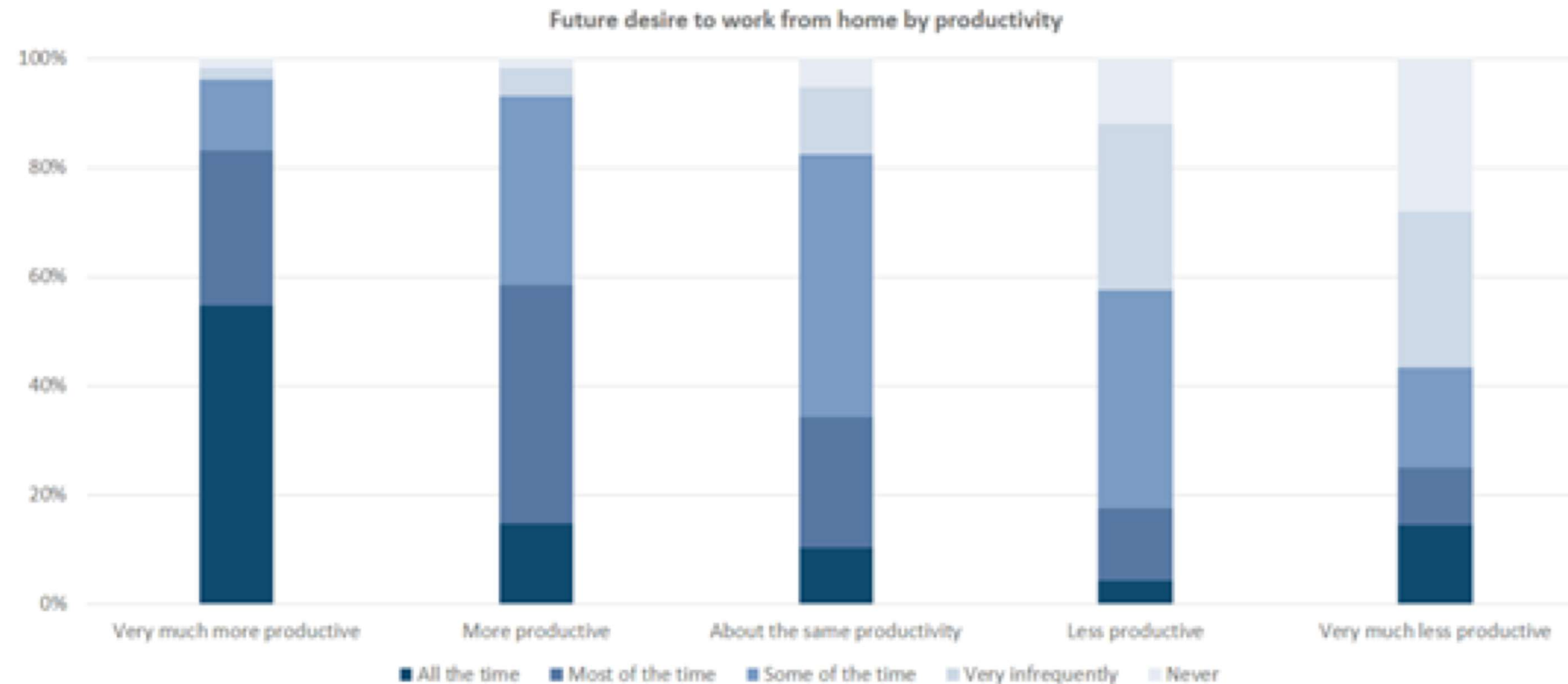


dynata™

Find the complete report at:

<https://www.dynata.com/dynata-global-trends-report-special-edition-series-covid-19/#covidnew-section1>

“We’re not going back.”



dynata™

Find the complete report at:

<https://www.dynata.com/dynata-global-trends-report-special-edition-series-covid-19/#covidnew-section1>

Impact to Loyalty as Measured by NPS and eNPS



Detractor
0-6

Passive
7-8

Promoter
9-10



% Promoters - % Detractors = NPS (Net Promoter Score)

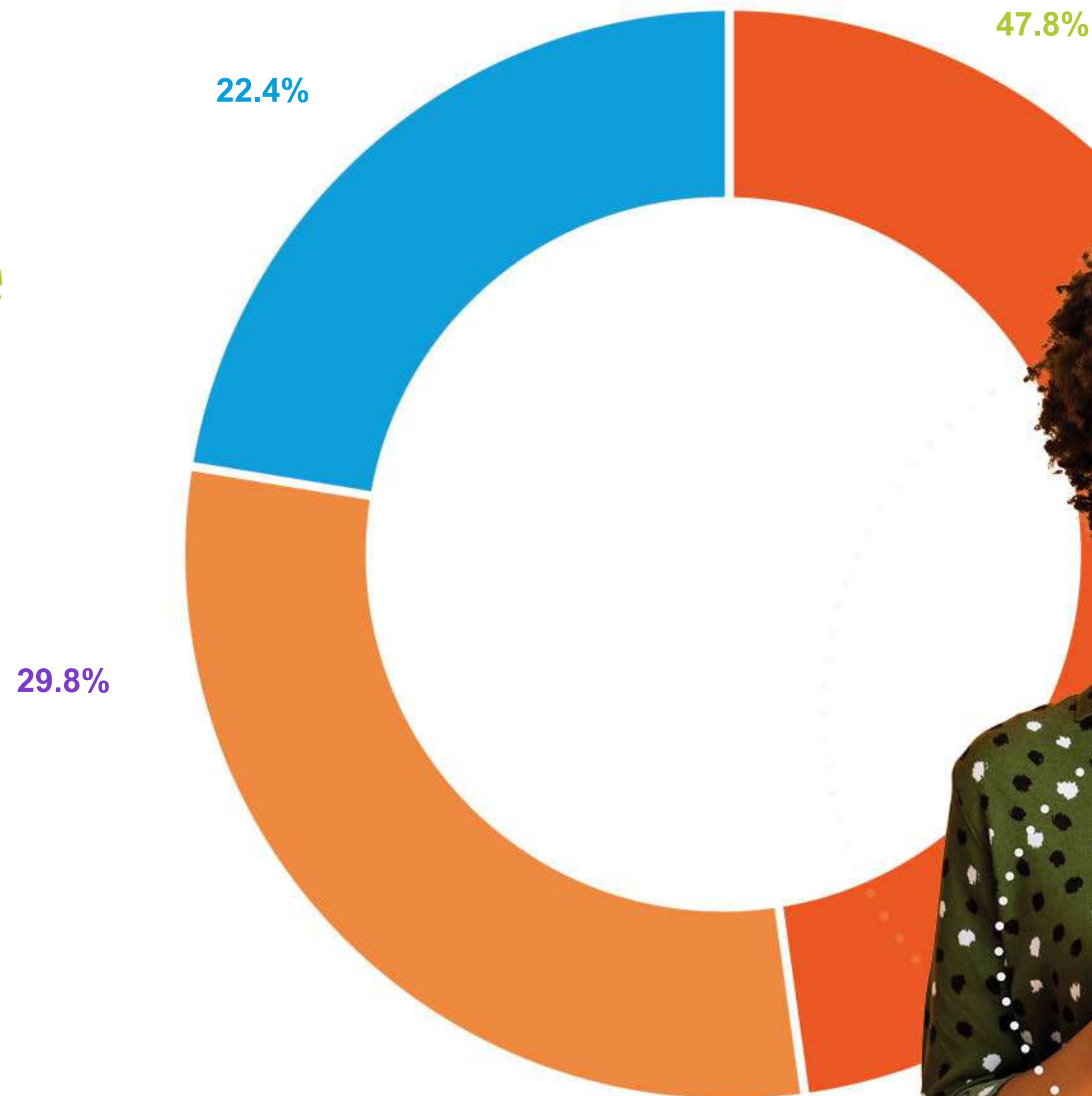


Nearly 50% Were More Loyal After the Disruption

- Positive Impact
- Neutral Impact
- Negative Impact

Question: How have your company's efforts impacted your likelihood to recommend employment at your company to friends, family, or peers?

Impact calculated on 0-10 scale: 8-10 = positive impact; 6-7 = neutral impact; 0-5 negative impact.



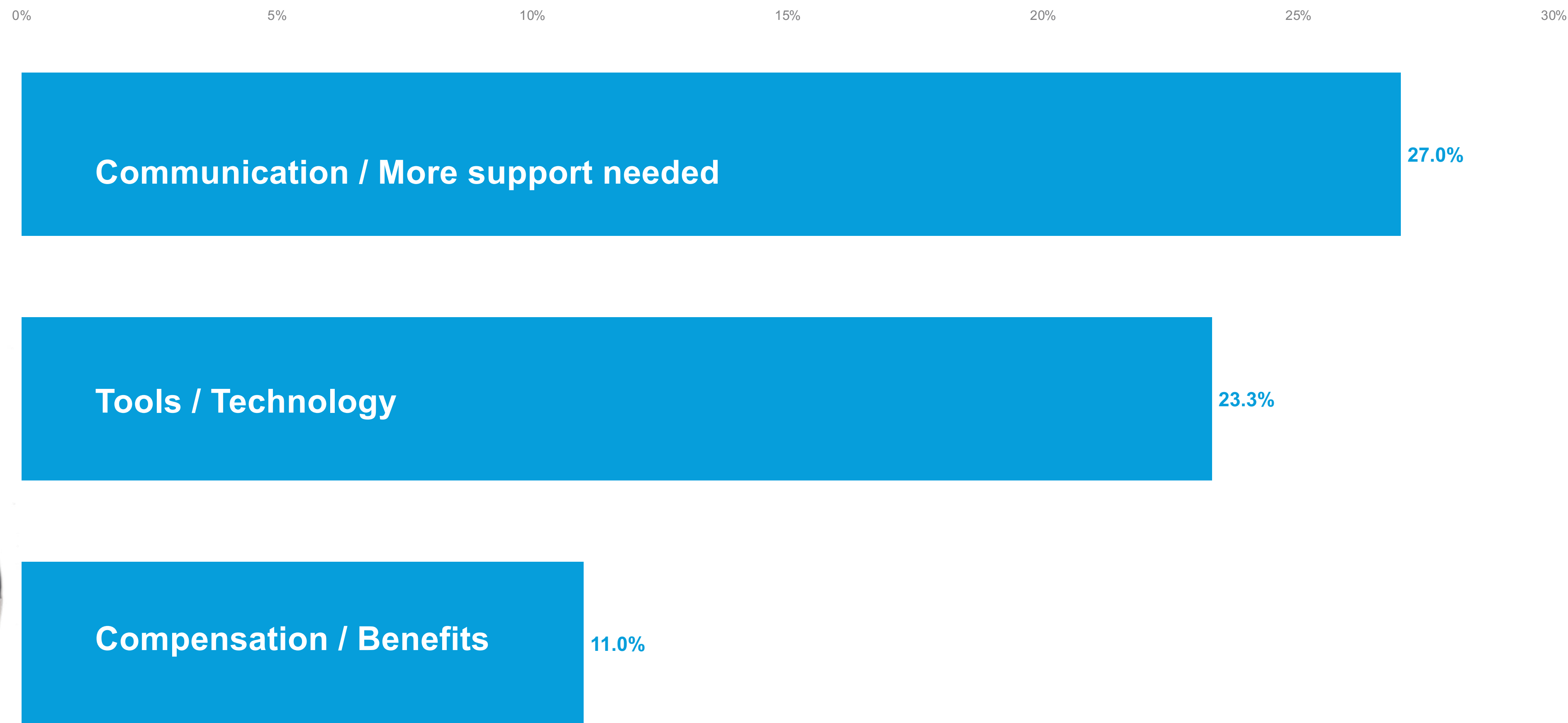
Factors with the Biggest Influence on eNPS

Top 3 Positive Influencers – Percent of Impact



Impact calculated by using a multi-variable regression model and using each driver's share of the total impact.

Top Concerns - Detractors



N=163, Threshold ≥ 5

La Plataforma CX de Nube mas completa, unificada e Inteligente

NICE inContact CXone™



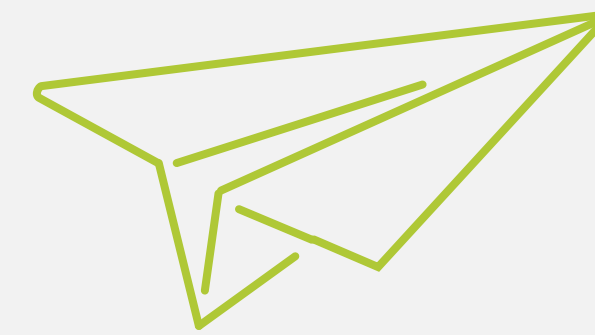
una experiencia

Una solución unificada
para empleados y
clientes en todos los
centros.



una nube

Plataforma nativa,
nube global, probada,
segura y de nivel
empresarial creada
para operaciones
multinacionales



un destino

Incorporación rápida
de nuevas
capacidades y
empleados



un paso adelante

Predecir y actuar en
base a conocimientos
basados en inteligencia
artificial para deleitar a
los clientes e involucrar
a los empleados

Habla el Lenguaje de tus Clientes: Digital

Elimina experiencias digitales aisladas para clientes y agentes

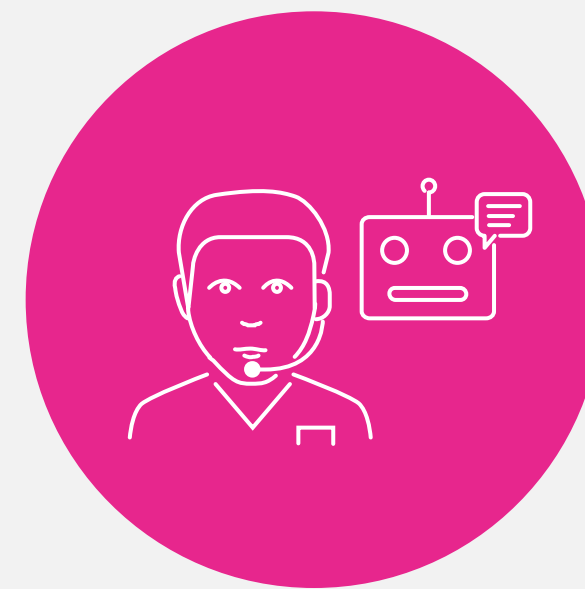
**Primero Digital
Omnicanal
Servicio a Clientes**



**Todos los Agentes son
Omnicanales**



Mensajería Digital **Completa** y
en Tiempo Real con opción de
30+ Canales

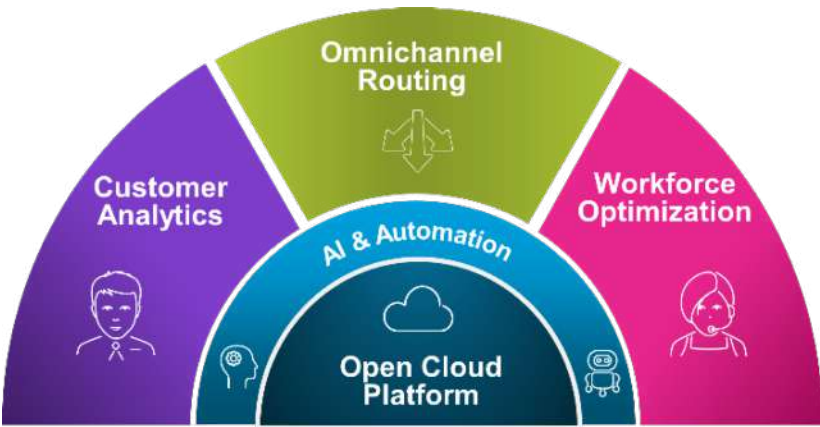


Paradigma + Contexto
Interacciones Mezcladas
de manera **Natural** para
los **Agentes**



Administración Holística
de Omnicanalidad en el
Contact Center

No compromises: market-leading capabilities across **all** of CXone



Customer Analytics

Omnichannel Routing

Workforce Engagement

Open Cloud Foundation

DMG Market Share Leader
Interaction Analytics, 2019

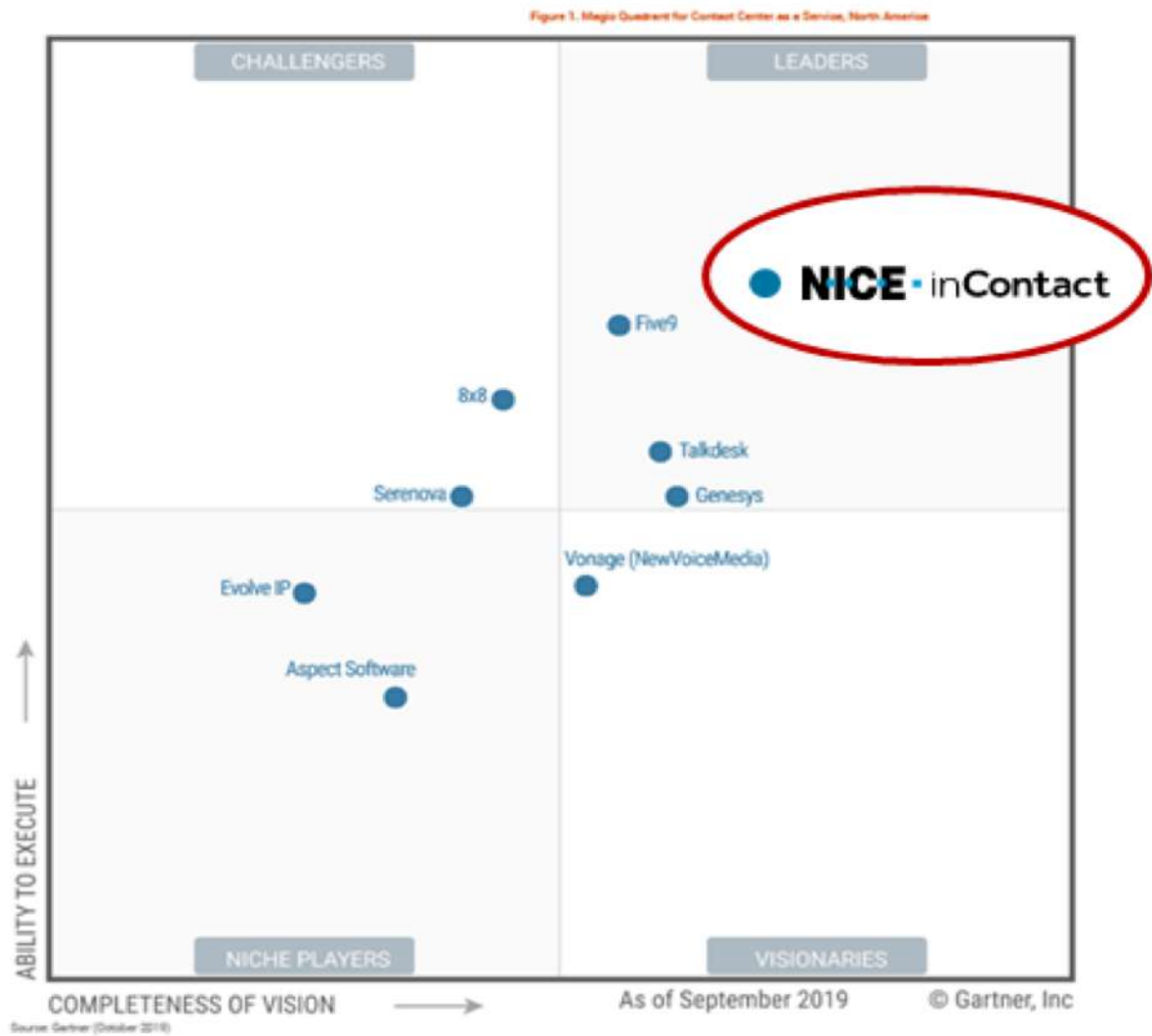
Leader 5 years in a row
Gartner Magic Quadrant Contact Center as a Service (N. America 2019)

Gartner
Magic Quadrant for Workforce Engagement Management, 2020

The Forrester Wave™
Cloud Contact Centers Q3 2018

Figure 4: Interaction Analytics Market Activity, as of May 31, 2019

Vendor	Total		Seats
	Customers	Seats	Market Share
NICE / inContact ^{1,2}	1,530	2,922,500	43.1%
Verint ⁴	1,700	1,900,000	28.0%
CallMiner ³	335	580,000	8.6%
OpenText ⁴	225	550,000	8.1%
Genesys ¹	380	346,000	5.1%
Calabrio ^{5,6}	193	74,310	1.1%
VoiceBase	190	52,500	0.8%



CXone reconocido como plataforma líder de Cloud CX

Conjunto completo de aplicaciones de centro de contacto totalmente unificadas

Plataforma de micro servicios nativos en la nube con más de 300 API abiertas

Más de 100 aplicaciones de socios preintegradas

Las finanzas más sólidas de la industria y la empresa más rentable.

Más de \$ 1B en ingresos en el Mercado de contact center

FORRESTER®

The Forrester Wave™
Cloud Contact Centers Q3 2018



CXone
mejores puntajes

Éxito del cliente

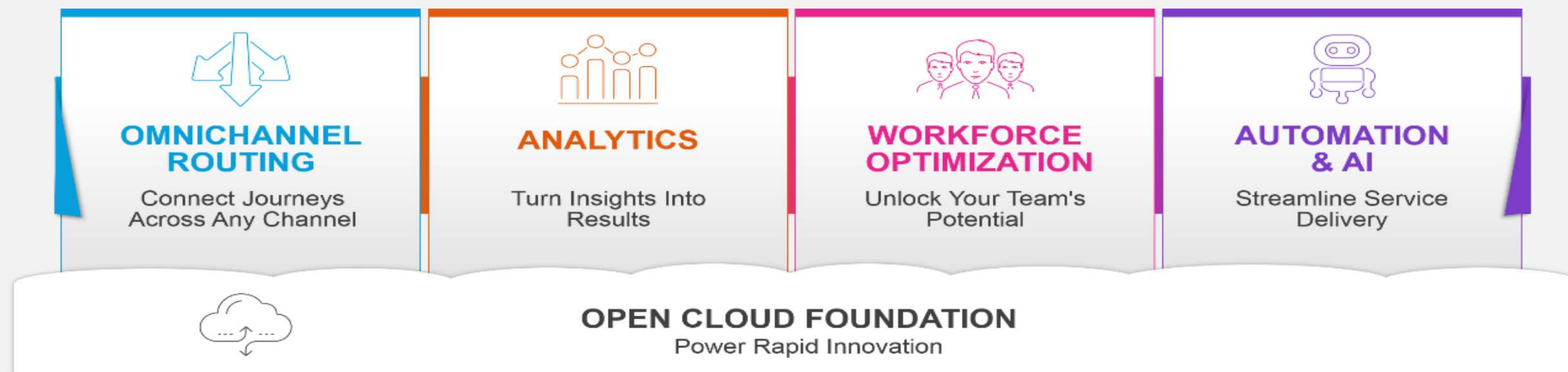
Infraestructura

Interfaz de usuario

Informes y análisis

BENEFÍCIOS DE CXONE

- Suite de aplicaciones completa y unificada
- Escalabilidad y Elasticidad
- Totalmente Omnicanal
- Cloud Nativa con Upgrades automáticos
- 99,99% uptime
- Fácil Integración (API)
- Calidad de voz



NICE inContact
DEVone

NICE inContact
CXexchange



COVID-19 Has Changed the Way the World Works

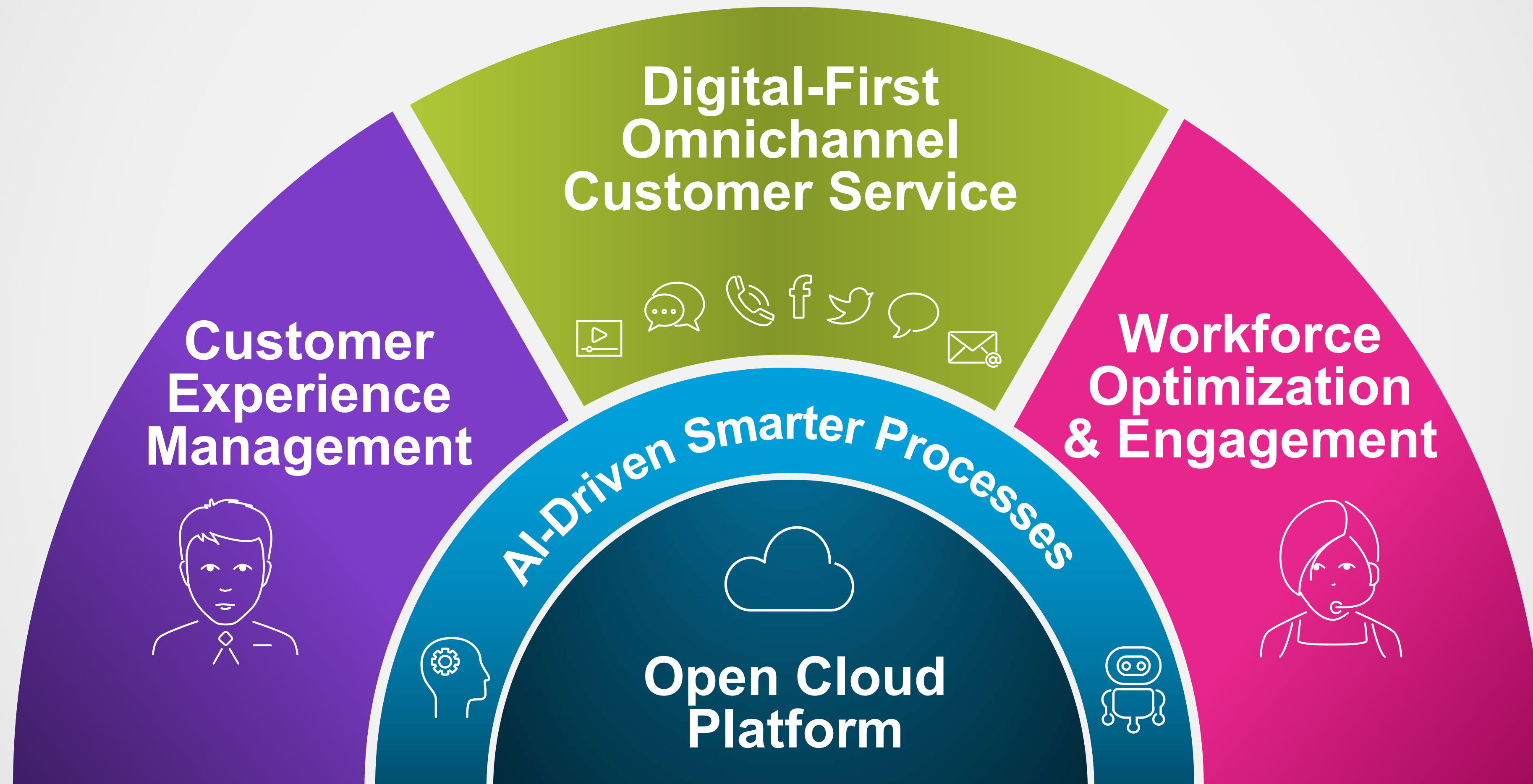
The ongoing shift to WFH is not going away.

- How has this transition impacted Employee Experience – and Customer Experience?
- What can employers do to reduce the negative impact of a remote workforce on customer experience?

Gartner CFO Survey Reveals 74% Intent to Shift Some Employees to Remote Work Permanently

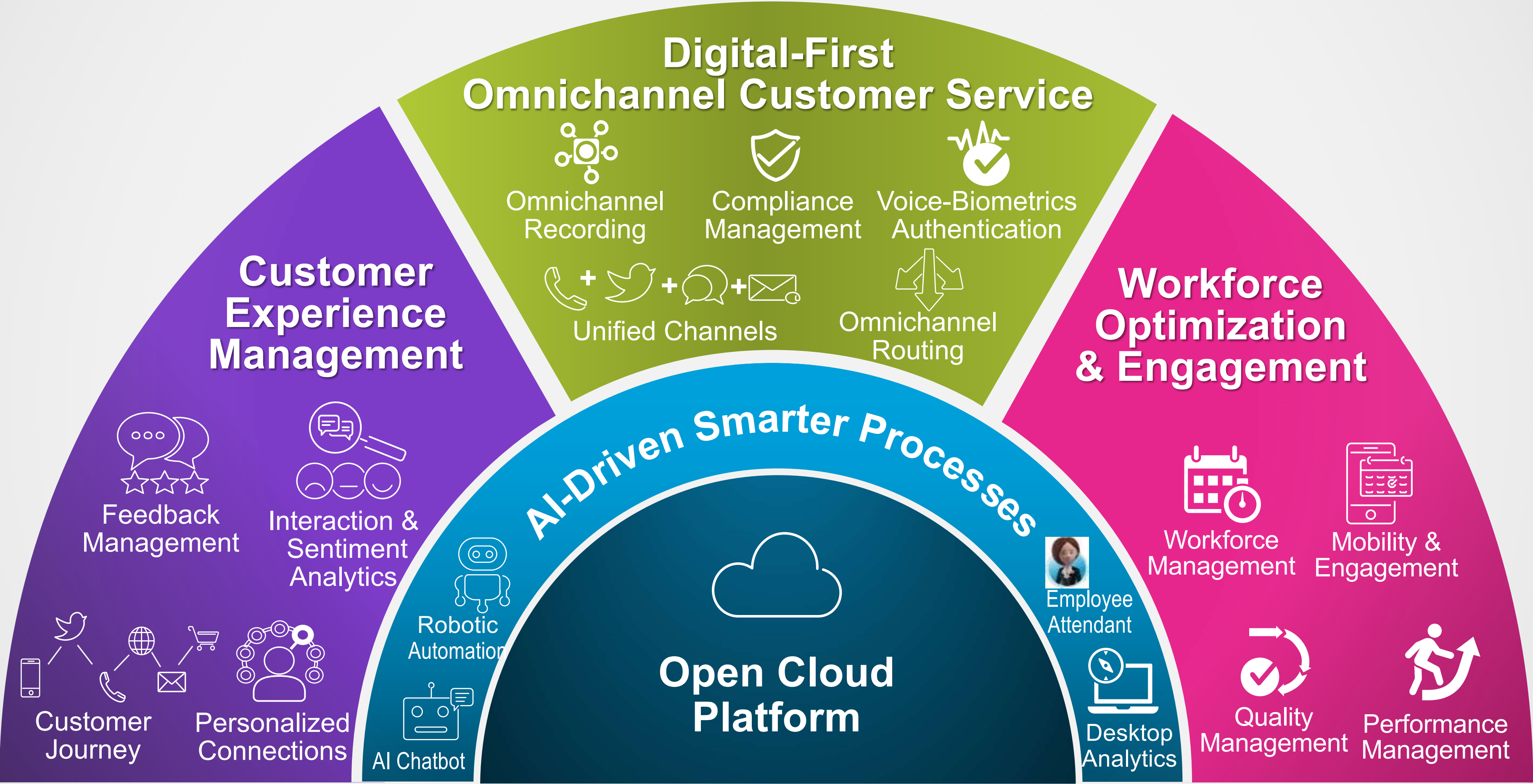


The most complete, unified, and intelligent cloud CX platform



CXone

Empowering The Experience Transformation



CXone

Estrategia de Introducción



1



Implementación de una campaña
por un periodo de
3 meses sin costo.

2



Si ustedes están analizando la
posibilidad de
cambiar una plataforma de CC
NICE se ofrece
**el primer año de SW
sin costo**
**en un contrato de
36 meses.**

3



Vigencia:
30 Diciembre 2020

Contacto: Norma.Pineda@nice.com

NICE

GRACIAS..

