




To learn more about Enlighten AI for Sales Effectiveness visit www.nice.com/Enlighten-AI

Make experiences *flow*

About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

www.nice.com 

ENLIGHTEN AI for Sales Effectiveness

NICE

WIN MORE DEALS

Close the Sales Gap Between the Top and Bottom Sales Agents at Scale

Increase conversion rates, grow revenue, and empower teams with real-time, proven insights into the critical sales skills that drive revenue with Enlighten AI for Sales Effectiveness.

A complete purpose-built solution powered by artificial intelligence, Enlighten AI analyzes agents' sales skills on every interaction and highlights the behaviors needed to achieve goals in real-time.

Eliminate the Guesswork

Understanding the sales skills needed to influence revenue is a complex task that requires more analysis than manually sampling interactions that have converted (to a sale) and comparing them to ones that did not convert. Not only are the samples too small to be representative of a sales agent's performance, but the behaviors that have a substantial impact on sales conversions can be difficult to define and even more challenging to assess consistently and fairly.

Enlighten AI for Sales Effectiveness provides a holistic view of agent performance with objective scoring of sales skills and behaviors that impact revenue across 100% of interactions. These insights are operationalized in quality, coaching and real-time guidance applications for immediate impact on sales conversion rates.



“In complex high-value sales environments, the gap between the top performing sales groups and middle-of-the-road performers is 300%”

—GARTNER/CEB

BENEFITS



Grow sales, close rates and order value



Drive consistency in the sales process



Onboard new sales agents faster

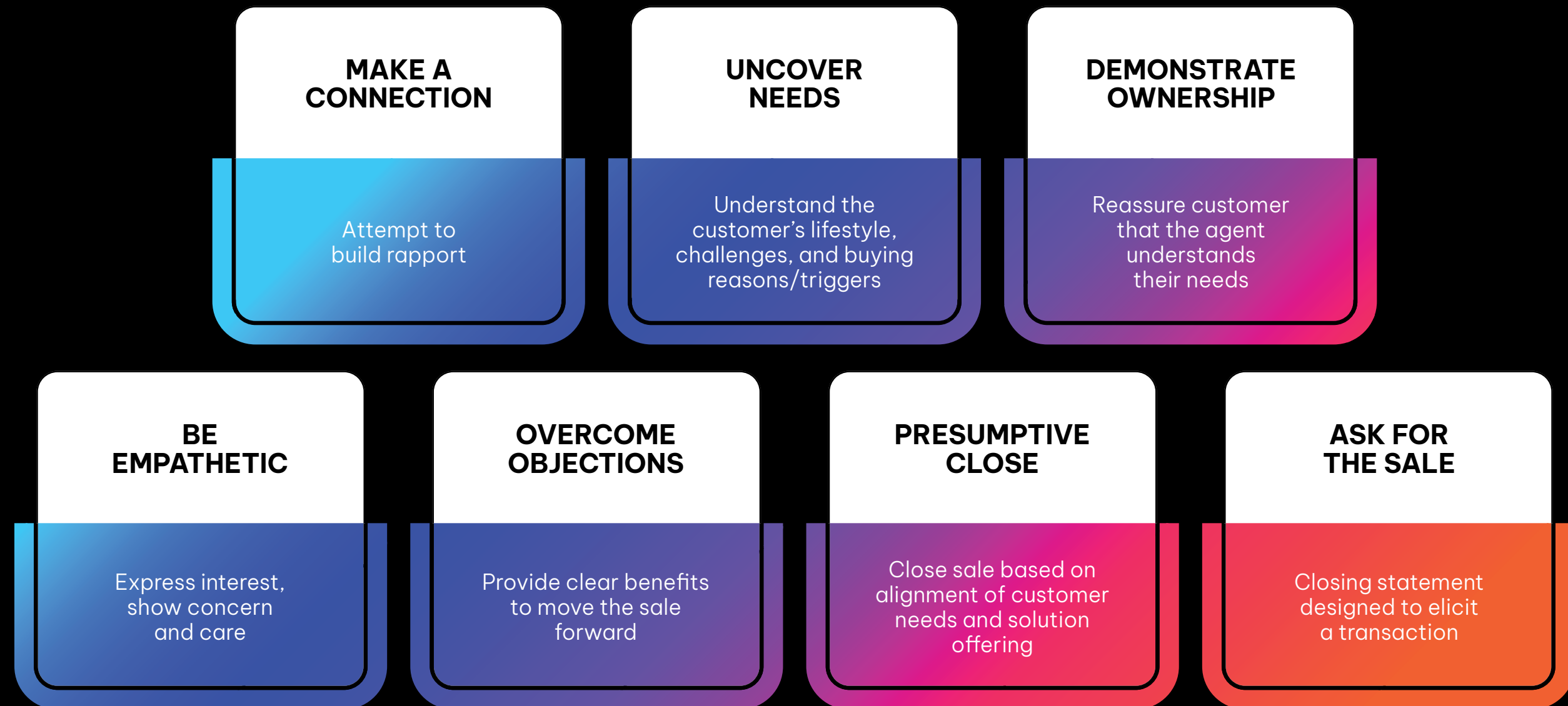


Empower sales to meet their targets

ACHIEVE REVENUE GOALS WITH AI POWERED SALES SKILLS

It takes expertise in complex selling, innovative AI technology and a large interaction data set to build effective sales models that influence revenue. Enlighten AI for Sales Effectiveness provides purpose-built sales-skill behavioral models derived from 20+ years of industry experience, using the most comprehensive and expansive interaction database in the world that analyzes 180 million interactions per day. These models influence a “likelihood to buy” metric across all industries right out of the box without the need for additional training with customer data.

Sales Skills that Influence a Customer’s Likelihood to Buy



EFFORTLESSLY TURN INSIGHTS TO ACTION

Uncover Sales Trends

Enlighten AI's sales models are embedded into NICE applications for post-interaction analysis and real-time interaction guidance.

Gain immediate value by using an out-of-the box solution that meets the needs of various stakeholders in the organization.

As part of a comprehensive analytics program, Enlighten AI for Sales Effectiveness helps you to understand which sales offers are working and why. In addition to monitoring sales skills, you can:

- Optimize sales performance with aggregated reports on skills, teams and behavioral performance trends

- Analyze sales drivers by volume, topic, sentiment and customer effort
- Proactively outreach to customers that were likely to buy but the sale didn't close
- Monitor customer sentiment as part of the sales process
- Track competitive mentions and promotions

Increase Quality and Coaching Effectiveness

Pre-built sales effectiveness workflows, dashboards and reporting make the quality and coaching process more efficient and effective.



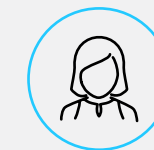
Agents are empowered with their own performance dashboards to review their interactions and self-correct with immediate and accurate feedback on the behaviors that directly impact their sales targets.



Supervisors spend less time hunting for information and more time leveraging data insights to deliver personalized coaching to agents, reducing both effort and cost.



Quality Teams deliver more consistent and timely evaluations and performance feedback.



Managers can turn successful sales interactions into best practices and leverage across the various sales teams with a built-in knowledgebase.

AGENT RANKED BY THE HIGHEST SALES									
AgentID	% Confirmed Sale	# Confirmed Sale	Ask for Sale	Be Empathetic	Demonstrate Ownership	Make Connection	Overcome Objections	Presumptive to Close	Uncover Needs
Total	3.4%	7,249	2.2	1.7	6.8	5.3	-0.2	3.3	8.6
MKIM***	14.7%	111	6.3	1.9	6.6	9.7	-0.7	3.0	8.6
JCOL***	14.5%	106	4.3	1.5	6.5	2.2	-0.6	3.5	8.3
RMUN***	13.9%	116	2.9	2.4	6.3	4.4	-0.2	4.3	8.4
MCHA***	10.3%	81	3.7	1.7	7.2	2.2	-0.2	2.5	9.1
NFEV***	10.2%	84	7.3	3.3	6.9	0.2	-0.0	4.1	8.6
EALT***	10.0%	81	2.9	2.2	7.0	1.0	-0.4	4.0	8.9
YHND***	9.7%	78	1.8	2.1	6.6	2.5	0.0	5.1	8.5

AGENT RANKED BY THE LOWEST SALES									
AgentID	% Confirmed Sale	# Confirmed Sale	Ask for Sale	Be Empathetic	Demonstrate Ownership	Make Connection	Overcome Objections	Presumptive to Close	Uncover Needs
Total	3.4%	7,249	2.2	1.7	6.8	5.3	-0.2	3.3	8.6
LGRA***	0.0%	0	0.2	1.5	7.2	17.9	0.3	3.7	8.9
MICF***	0.0%	0	1.9	0.8	6.6	6.7	-0.3	-0.5	8.5
STPH***	0.0%	0	0.5	0.4	6.3	0.5	-0.1	0.6	8.6
STPR***	0.0%	0	1.4	1.4	7.3	-1.8	-0.3	3.4	9.0
TONJ***	0.0%	0	1.7	0.8	7.0	6.4	-0.2	-0.3	9.1
MISA***	0.1%	1	0.0	1.3	6.4	3.2	-0.5	3.7	8.3
B815***	0.2%	4	0.8	1.7	6.8	6.4	-0.1	4.7	8.7

“50% of data loses its value within hours.”

—IDC Global Data Valuation Survey, IDC, December 2022

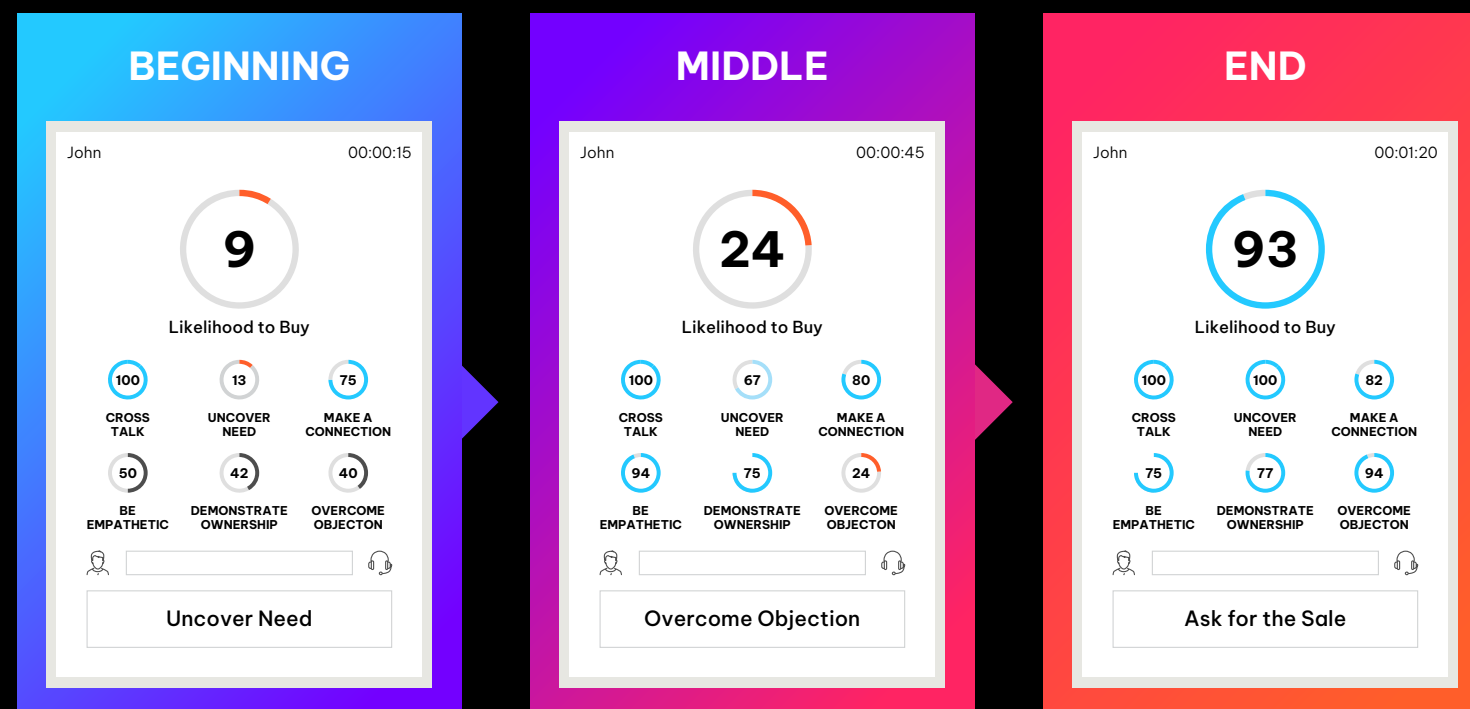
Supervisor Dashboard of Team Performance



Empower Agents in Real-time

Instead of waiting for their next coaching session, agents are provided with immediate feedback during their interactions in real-time. Desktop prompts from Real-Time Interaction Guidance include information on how to respond to a customer in the moment. AI analysis understands the conversation context and delivers just-in-time recommendations, such as making a connection at the beginning, overcoming objections in the middle, and asking for the sale at the conclusion.

Across an entire team of agents, it can be challenging for supervisors to see which agents may need support, encouragement, or recognition for a job well done. Instead of relying on reports with results of interactions long-forgotten, supervisors have a real-time dashboard to see customer sales effectiveness indicators across their team, receive alerts, and intervene if it is needed.



Enlighten AI for Sales Effectiveness empowers agents to steer conversations for better outcomes

ACCELERATE SALES VELOCITY

- Provide focused coaching to improve seller performance
- Analyze trends across teams, agents and interaction type
- Improve sales conversions in real-time
- Turn successful sales into best practices with a built-in knowledgebase

“Enlighten AI for Sales Effectiveness has helped transform us into a more competitive organization.” —DIRECTOR OF SALES AND SERVICES