



NICE Satmetrix:

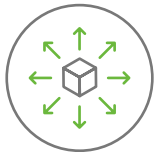
Extracting Actionable Insights at Scale

A Customer Experience (CX) program can only provide so much value without strong analytics to support it. Analytics can help you answer the hard questions you have about your customers' loyalty and give you the organizational support to continually better the customer experience.

NICE Satmetrix comes right out of the box with powerful analytic engines to generate actionable insights. Flexible reporting to collaboratively share the findings. And the advanced analytics to plan and take action across the organization.

Data Analysis: Generate Insights That Drive Performance

Your insights are only as good as the analytics that generates them. Our analytic engines are built on the back of our unrivaled successes with improving customer experience for companies around the globe. Accuracy is of utmost importance, and we continually refine and recalibrate our algorithms to reflect the latest best practices, based on real-world results.



Key Driver Analysis

Focus on the moments that matter. Our correlation engine uses regression and other statistical methods to separate the signals from the noise, allowing you to key in on the issues driving loyalty and other important performance metrics.



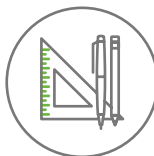
Text and Speech (Interaction) Analysis

Mine customer calls, text comments, and social media for insights at scale. Advanced AI and algorithms use natural language processing (NLP) to break down customer commentary into its constituent parts, extracting sentiment scores and trends from written and spoken conversations across 18 different languages.



Industry NLP Packs

Each industry has its own vernacular, which can impact how customers express praise and disapproval. Industry packs, like those for healthcare and hospitality, are built to recognize the language and terminology specific to the vertical, ensuring a high rate of accuracy when translating speech and text to sentiment.



Sentiment Analysis

When it comes to determining how your customers really feel about your brand, when and how often they say something is as important as what they're actually saying. Use our sentiment analysis engine to go beyond words, and factor in phrase frequency and placement to get a more accurate measurement of customer sentiment.



Custom Metrics

Create custom metrics to track specific performance indicators important to your business or industry.



Weighting

Cultural (and other) preferences matter, especially when trying to normalize customer experience findings across multiple geographic regions or demographics. Use weighting to assign additional importance to specific segments and metrics, eliminating the biases that can skew your results.



Collaborative Reporting: Get the Org Working in Sync Toward the Same Goal

Improving the customer experience is a shared responsibility. And NICE Satmetrix gives you the flexible and collaborative reporting to get everyone in on the act, and marching in lockstep toward the same goal.

Role-based Dashboards

Give users the information they need, when they need it. More than 20 preconfigured dashboards use real-world experience and use cases to deliver real-time, actionable and curated insights to key cross-functional roles across the organization.

Collaborative Reports

Quickly create, annotate and share reports via PDF, CSV, PNG, or web link with any colleague in or outside your company. Configurable controls let you filter by segment, business or other use case, and a powerful rules engine allows you to schedule and share recurring reports and vary or restrict data by role.

Metric-Based Alerts

Use intelligent alerts, triggered by a change in metric (any metric, over any time frame), to keep up with critical customer activities or movements in sentiment.

Advanced File Import & Export

Use the self-service interface to manually or automatically import (and export) and map external contact, survey, or any other data into the NICE Satmetrix NPX application.

Data Connectors

Create a single view of your customer experience. Use the Informatica-based NPX Connector platform or the well-documented API set to bring in and integrate operational or other relevant customer data from any cloud or on-premise business system.

Web Object Embedding

Engage employees by embedding NPX charts and graphs directly into Salesforce or any other popular CRM and business application, or place custom or external charts or reports into your NPX instance.

Advanced Filtering

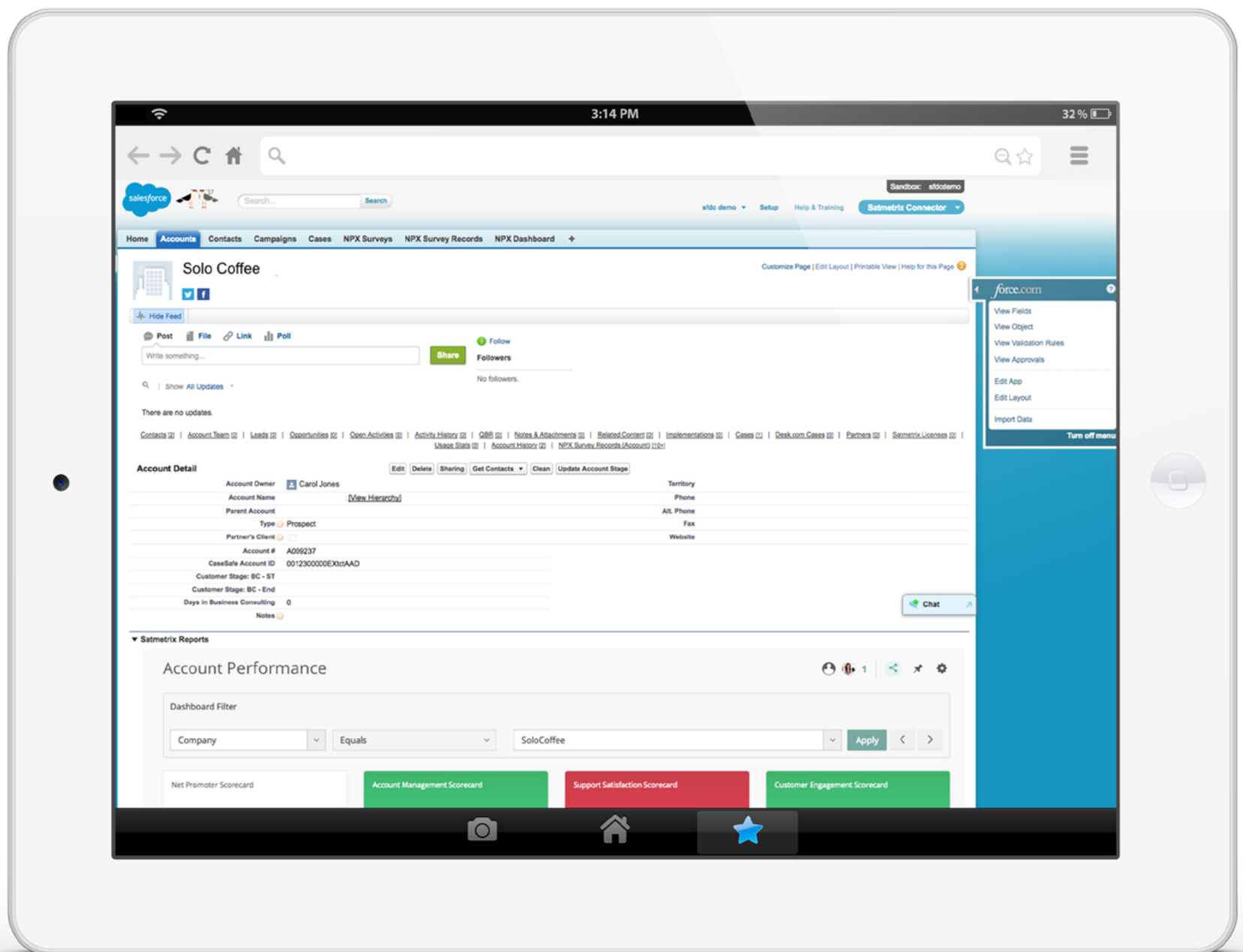
Use the flexible controls to go three levels deep into any chart, dashboard or report or data point. Segment, filter, and sort data by time, region, group or any number of factors to uncover root causes, answer questions, or confirm hypotheses.

Cross Tabular Analytics

Advanced statistical methods allow you to dig deeper into the data and explore the relationship between multiple variables. Use the crosstabs feature to uncover new insights, confirm a hypothesis, or isolate an outlier.

Significance Tests

Significance is an invaluable metric for evaluating meaningfulness. Use our proprietary algorithm to test the significance of the variation in Net Promoter Scores® (NPS®) within or across a data series or all data points.





Smart Planning: Take Prescriptive Steps to Improve Outcomes

NICE Satmetrix Analytics connects the past to the future, giving you the key insights into the root causes of customer experience problems and gaps needed to fashion forward-thinking action plans to fix them.

Customer Graph

Get a big-picture view of account health and your customer journey over time, from the perspective of your customers. Line graphs and heat maps let you visualize performance across touchpoints and channels, and built-in visual cues highlight the correlation between touchpoints and loyalty, helping you to identify opportunities for improvement.

Predictive Analytics

Identify drivers of dissatisfaction and use our powerful AI engine to model remedial action outcomes based on past performance. The custom reports are delivered within your NPX app via the Embed Web Object tool.

Contact Center Journey Analytics

Obtain a broad overview of your contact center performance across every interaction point, for a deeper understanding of how the channels –IVR, web chat, call center—can work together better to enable faster customer issue resolution.

Text Analytics

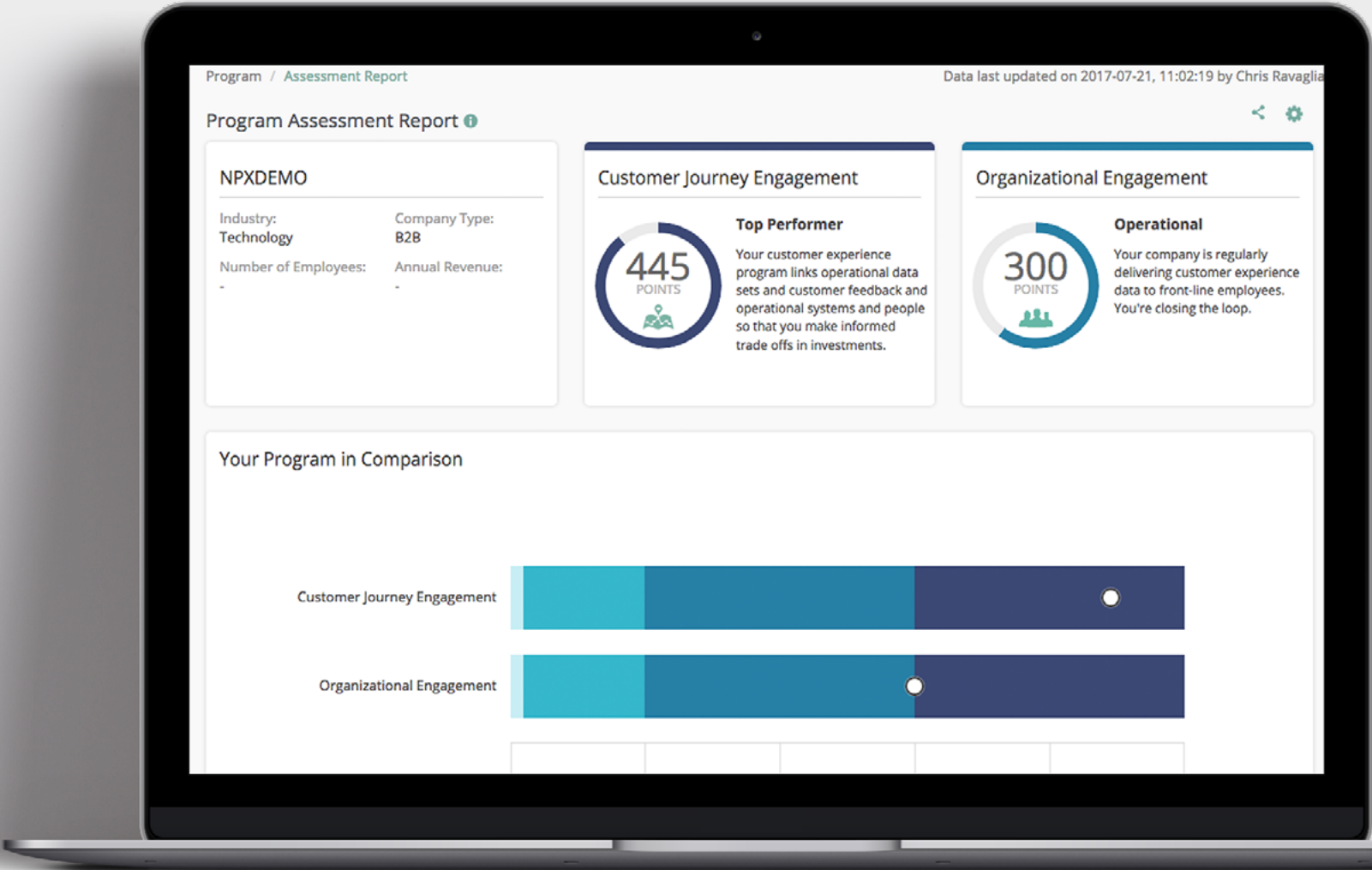
Obtain a window into the thoughts and perspectives of your customers over time. Take advantage of the Text Analytic engine to automatically process and tag mass volumes of messages, and use the steam, area, and line charts to visualize negative and positive sentiment and identify and prioritize areas in need of improvement.

NPS Benchmarks

Leverage the industry’s most complete and trusted B2C and B2B NPS benchmarking reports. Use the filterable charts and reports to see how you stack up against the competition and gain invaluable insight into what your organization can do to improve performance.

Program Assessment

Use the industry’s only interactive program assessment tool to measure the health of your program and get expert recommendations for how to improve utilization, engagement, and performance.



Drive Your Program to New Heights

Analytics are the engine that drives customer experience programs. At NICE Satmetrix, we give you the powerful and accurate algorithms, collaborative reporting, and big-picture analytics to push your CX program to new heights and find better and more innovative ways to give customers the best and most consistent experience possible.

[Request a Demo](#)





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