



Make experiences *flow*

Major U.S. Airline Enhances Customer Experience with NICE Cloud Recording and Amazon Connect

Our customer—a leading U.S. airline, renowned for being one of the largest in the world—embarked on a digital transformation to enhance customer experience and operational efficiency.

The airline replaced its on-prem Genesys ACD with a cloud-based solution, integrating NICE Cloud Recording and Enlighten AI with Amazon Connect. This shift leverages the advantages of the cloud to improve and expand use of innovative AI features, provides flexibility in supporting new, complex call flows with the new Amazon Connect mechanisms, and enhances process efficiency, while showcasing the airline’s commitment to excellence in customer service.

30% REDUCTION
IN AVERAGE
HANDLING TIME ↓



34% INCREASE
IN AVERAGE
CALL COUNT ↑



25% IMPROVEMENT
IN AGENT PRODUCTIVITY



<3 MONTHS FROM START
TO FULL RAMP-UP



On-premise challenges

Before the transformation, the airline relied on an on-prem Genesys ACD system. This setup had several limitations, including inflexibility—it couldn’t be enhanced to support additional features, new complex call flows or retrieval and storage of new metadata—high maintenance costs, and difficulties in scaling to meet growing customer demands.

Realizing that its legacy system was holding it back, the airline decided to find a more agile and efficient solution to keep up with evolving industry standards.

Driven by innovation

With a strong desire to improve its cloud technology—and with it, the customer experience it offered—the airline’s management made a strategic decision to migrate from its on-premise ACD to cloud-based infrastructure.

To maximize the benefit of its new AI-powered cloud contact center, Amazon Connect, the airline also implemented NICE Cloud Recording and Enlighten AI for real-time monitoring and user actions. The NICE solutions were chosen for their robust, flexible, and innovative features, which promised both a seamless transition and improved performance.

Implementing NICE Cloud Recording and AI

One of the airline’s main concerns was the complexity of such a large-scale project and how to maintain business continuity over the course of the migration process. The multi-ACD support offered by NICE for recording assurance ensured a smooth transition, allowing the airline to operate both its on-prem Genesys ACD and the new Amazon Connect ACD in parallel, minimizing disruption and ensuring service continuity.

The Cloud Recording solution that was implemented provides our customer with access to the rich and comprehensive NICE WEM, leveraging real-time recording and system monitoring, compliance assurance, quality management and AI-driven insights, all within the AWS cloud. In addition, the multi-region, multi-instance support of NICE Cloud Recording ensures robust performance across different geographical locations, and enables use of various Enlighten AI solutions.

Significant improvements, across the board

Having implemented a multi-phase transition strategy, the airline completed the integration within three months. Since then, deployment of the NICE Cloud Recording and AI solutions has led to substantial improvements.



Improved Customer Experience

With real-time recording and advanced analytics, the airline has seen a 15% increase in customer satisfaction scores.



Continued Access

As well as ensuring a smooth transition during the integration phase, the ACD support provided by NICE enabled the airline to access/ export calls from the old system, even once it had been phased out.



Increased Efficiency

The new system has reduced call handling time by 30%, and improved agent productivity by 25%.



Enhanced Innovation

Being on-cloud with more AI services and capabilities gives the airline a dynamic solution that can easily evolve and be improved, compared to a fixed on-prem solution.



Ready for continued innovation

The successful implementation of NICE Cloud Recording and Enlighten AI, together with Amazon Connect, positions the airline at the forefront of customer service innovation, ready to embrace future advancements and maintain its competitive edge in the industry.

Looking ahead, the airline is excited to further leverage NICE’s cloud infrastructure and AI capabilities. As new AI tools—such as Enlighten Copilot applications and advanced machine-learning technologies—are developed, the airline can easily leverage the current solution to gain even greater insights and understanding of ongoing trends, which can be used to make continuous improvements to agent productivity, operational efficiency and the customer experience it offers.



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.

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