

## Case Study

Make experiences *flow*

# NICE Cloud Recording integrates with Cisco Webex-CCE

Our customer is one of the largest American retail chains, specializing in home improvement. Operating thousands of stores across the United States, the company offers a wide range of products and services for homeowners and contractors.

The company decided to launch a cross-organizational ACD upgrade, from its on-prem Avaya ACD to a cloud-based Cisco ACD. This prompted the contact center leadership to leverage this cloud migration, and replace the entire WEM stack with a hybrid solution that would integrate with its newly-implemented Cisco ACD. NICE provided a cloud recording solution, which enabled CXone WEM applications, including CXone WFM, QMA, EEM, IA, and PM, in an advanced WEM-suite, improving the customer experience while also increasing flexibility, robustness and process efficiency.

NICE

## COMPLETE END-2-END WEM SOLUTION



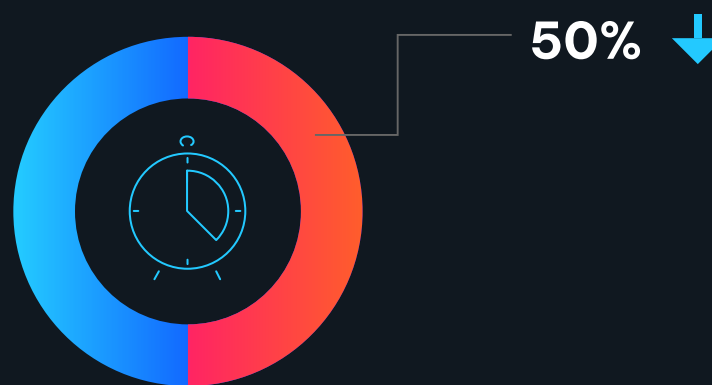
## REAL-TIME RECORDING OF CISCO ACD



## SEAMLESS CLOUD TRANSITION



## 50% REDUCED TIME TO GO LIVE COMPARED TO ON-PREM



## Transitioning to the cloud

Driven by a desire to improve both customer experience and its internal communications, in 2023 the company embarked on a gradual cloud migration. Part of the process involved replacing the existing on-prem Avaya ACD with Cisco cloud throughout the organization, including the contact center.

## A CX transformation

The leadership of the contact center decided to leverage the company-wide ACD cloud migration even further, by introducing the most cutting-edge WEM applications so as to improve the agent experience and productivity, and provide exceptional customer service.

This meant replacing the entire WEM stack with a cloud solution that would integrate with the newly-implemented Cisco ACD. The company set out to find a native solution for Cisco cloud that would enhance the whole CX journey, and provide the following:

- Best-of-breed WEM, incorporating hybrid communications, recording, WFM application and analytics.
- Real-time recording with complete recording continuity, full compatibility with the ACD, and enhanced, real-time monitoring.
- A seamless transition with fast deployment, enabling minimal Time to Go Live.



A winning combination

Having conducted thorough research into available solutions, the company found everything it was looking for at NICE. What stood out from the competition was NICE’s ability to provide superior WEM applications and establish native solutions on top of the Cisco Webex ACD, supporting both front-office agents and back-office retail users.

NICE Cloud Recording with Cisco Webex-CCE

Providing a solution on top of Cisco’s Unified Communication Manager (CUCM) and Webex, NICE Cloud Recording integrates with Cisco’s new cloud infrastructure, which includes mobile usage and remote access capabilities, through the CUCM environment.

Integrating NICE Cloud Recording supports real-time recording features, and provides access to products such as CXone Workforce Management, quality and performance management, interaction analytics, and more. This creates an efficient and dynamic cloud-based recording environment.



The advantages of an integrated solution

- 1. Improved performance, with best-in-class agent engagement applications
  - 2. Unified front and back office solution
  - 3. Expedited Time to Go Live
- The comprehensive NICE Cloud Recording solution leverages the unique capabilities of CXone WFM, QMA, EEM, IA, and PM applications to create an advanced WEM solution that improves customer experience and provides greater flexibility, robustness and process efficiency.
- NICE provides a unified solution that incorporates advanced call recording, efficient quality management, performance analysis, and advanced analytics. This supports back-office and front-office users, while improving the customer journey.
- NICE’s cloud-native solution supports a fast, seamless, flexible cloud transition that is perfectly suited to customer needs, while also reducing costs.

The optimal contact center experience for both agents and customers

By integrating NICE Cloud Recording with the Cisco ACD, the company is able to support the journey of both agents and customers. Streamlining, managing, and analyzing of both agent performance and customer interactions are available across various touchpoints in a single platform, creating an optimal, tightly-controlled contact center experience.

Quick and flexible deployment

Leveraging the modular, highly-tailored nature of its cloud recording solution, NICE was able to optimize the deployment approach, identifying the framework best suited to the customer’s specific requirements and cloud environment. The entire implementation process, which included interfacing with various data centers, upgrading the customer’s complete Cisco cloud environment – routing, processing, and recording both voice and screen – and supporting analytics and quality management, was completed in a few weeks. This enabled the company full business continuity, shortening the integration phases, and creating a seamless transition that was as fast, efficient, and cost effective as possible.





Best-of-breed design

By combining the cloud-native NICE Cloud Recording solution with Cisco ACD Webex-CCE, the company was able to establish a best-of-breed CCaaS and WEM applications solution.

A complete CX solution

Streamlining recording and WEM processes through a complete end-to-end CX solution, the company was able to reduce costs and improve the customer experience.



A world of possibilities  
apps, features, and AI

What started out as an ACD cloud migration led this retail chain to transform its entire agent and customer experience, creating a well-managed, seamless flow that benefits all involved. However, this was only phase 1. As NICE continues to develop its cloud infrastructure and capabilities, the company’s infrastructure is set up and ready to quickly and easily adopt new apps, as well as highly-advanced Enlighten AI tools – both those that are already in the pipeline and those still to come.

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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