NICE & Amazon AWS

Integration

Highlights & Benefits

- Make Dynamic and personalized Next-Best Offers with NEVA
- Interact with NEVA via Natural Language through Lex
- Rapidly Find Answers in Internal Knowledge Bases with NEVA & Kendra

Make Dynamic and Personalized Next-Best Offers with NEVA

Amazon Personalize enables you to improve customer engagement and conversion by powering real-time personalized product and action recommendations. It is based on over 20 years of recommendation experience and research in machine learning at Amazon. It's like having your very own Amazon.com machine learning recommendation system 24 hours a day.

How it works together

In next-best-action/next-best-offer (NBO) guidance offering, NICE NEVA receives the NBO (such as upsell opportunity, or best retention strategy) from the Amazon Personalize recommendation engine. NEVA then guides the employee to execute it and captures the response via feedback to the recommendation engine.

You can get started with no prior machine learning experience, as it easily enables the integration of sophisticated personalization capabilities into your systems and platform. The integration automates the complex steps required to build, train, tune, and deploy a machine learning recommendation model so you can deliver personalized user experiences to your customers.

Interact with NEVA via Natural Language through Lex

Amazon Lex is a service for building conversational interfaces into any application using voice and text. Amazon Lex provides the advanced deep learning functionalities of automatic speech recognition (ASR) for converting speech to text, and natural language understanding (NLU) to recognize the intent of the text, enabling users to build applications with highly engaging user experiences and lifelike conversational interactions. With Amazon Lex, the same deep learning technologies that power Amazon Alexa are now available to any NEVA developer, allowing users to quickly and easily build sophisticated, natural language, conversational bots ("chatbots").

How it works together

NICE's Cognitive Automation Platform comprises of highly responsive robots designed to act on customer requests received from the Amazon Lex chatbot. With the ability to access and transact any kind of customer data from backend applications, NICE's cognitive robots deliver rich and fully customized customer data to Amazon Lex chatbots in real-time and process any backend transactions required as a result of the live interaction. This added functionality expands the customer self-service domain, enabling customers to independently act on more detailed and complex requirements. Requests such as opening a new bank account can now be performed immediately, at any place of convenience and without any initial human intervention, resulting in time and financial savings.

NICE

Rapidly Find Answers in Internal Knowledge Bases with NEVA & Kendra

Amazon Kendra is an easy to use enterprise search service that's powered by machine learning. The service uses natural language questions, instead of just simple keywords, to get the answers you're looking for. Instead of sifting through long lists of documents to find specific answers, Kendra can provide a suggested answer upfront. Kendra lets you easily add content from file systems, SharePoint, intranet sites, file sharing services, and more, into a centralized location so you can quickly search all of your information to find the best answer.

How it works together?

Get immediate answers from NEVA when asking questions using natural language. When a customer asks a question that the agent does not know how to answer, such as the details of an item in the catalogue, contract or data plan specific restrictions and penalties and fine print, the agent can ask NEVA via natural language to look for the answer in the company's databases. Via the integration with Kendra, NEVA will provide the agent with the answer. Based on the agent's response, NEVA learns and constantly improves the answers delivered, as Kendra's machine learning algorithms learn which results the users find most valuable. You also have the option to fine-tune results by manually adjusting the importance of certain data sources or document freshness.

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ABOUT NICE

NICE (Nasdaq:NICE) is the worldwide leading provider of both cloud and on-premises enterprise software solutions that empower organizations to make smarter decisions based on advanced analytics of structured and unstructured data. NICE helps organizations of all sizes deliver better customer service, ensure compliance, combat fraud and safeguard citizens. Over 22,000 organizations in more than 150 countries, including over 80 of the Fortune 100 companies, are using NICE solutions. www.nice.com

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