

Guide

Removes friction along the digital customer journey

Guide removes friction along the digital customer journey providing in the moment resolution by proactively delivering the right guidance at the right time—eliminating unnecessary calls to the contact center. Lead website visitors through their digital journey with the most relevant and appropriate offer of assistance on their channel of choice. Complete the picture with the complete CXone Mpower platform or services such as knowledge management and digital channels or implement your existing ecosystem to expand and enhance your digital CX. The no code solution allows business users to easily implement Guide without the need for IT or website changes.

Offer customers a helping hand right there on your website

- Eliminate friction from the digital journey by engaging customers on your website
- Anticipate and resolve issues before they arise by delivering the right answer at the right time
- Increase self-service success up to 89% by proactively delivering contextually relevant content.

Elevate engagement to ensure customer success

- Increase conversion rates and transaction value: Help customers get what they need, like assistance with website check-out or filling in a form
- Engage customers with contextually relevant assistance, such as knowledge content from CXone Mpower Expert or an invitation to chat with an agent
- Convert anonymous website visitors into customers: Pop-up sales and promotion offers that let customers choose their preferred digital messaging channel (such as Messenger, WhatsApp, iMessage, etc.)

Self-service success gives your business a win

- Serve more for less cost by helping customers be successful on web and mobile journeys
- Reduce contact volume by 30% by proactively delivering answers to customers before they need to call or chat with customer service
- Promote content at the point of need with zero customer effort

Make web changes on the fly

- Provide intelligent responses and assistance when customers need guidance based on rules and triggers that you set up yourself
- Offer the same guidance and engagement offers whether it's on desktop, mobile web, or mobile app
- Save effort and money with low-code tools and faster time to deploy

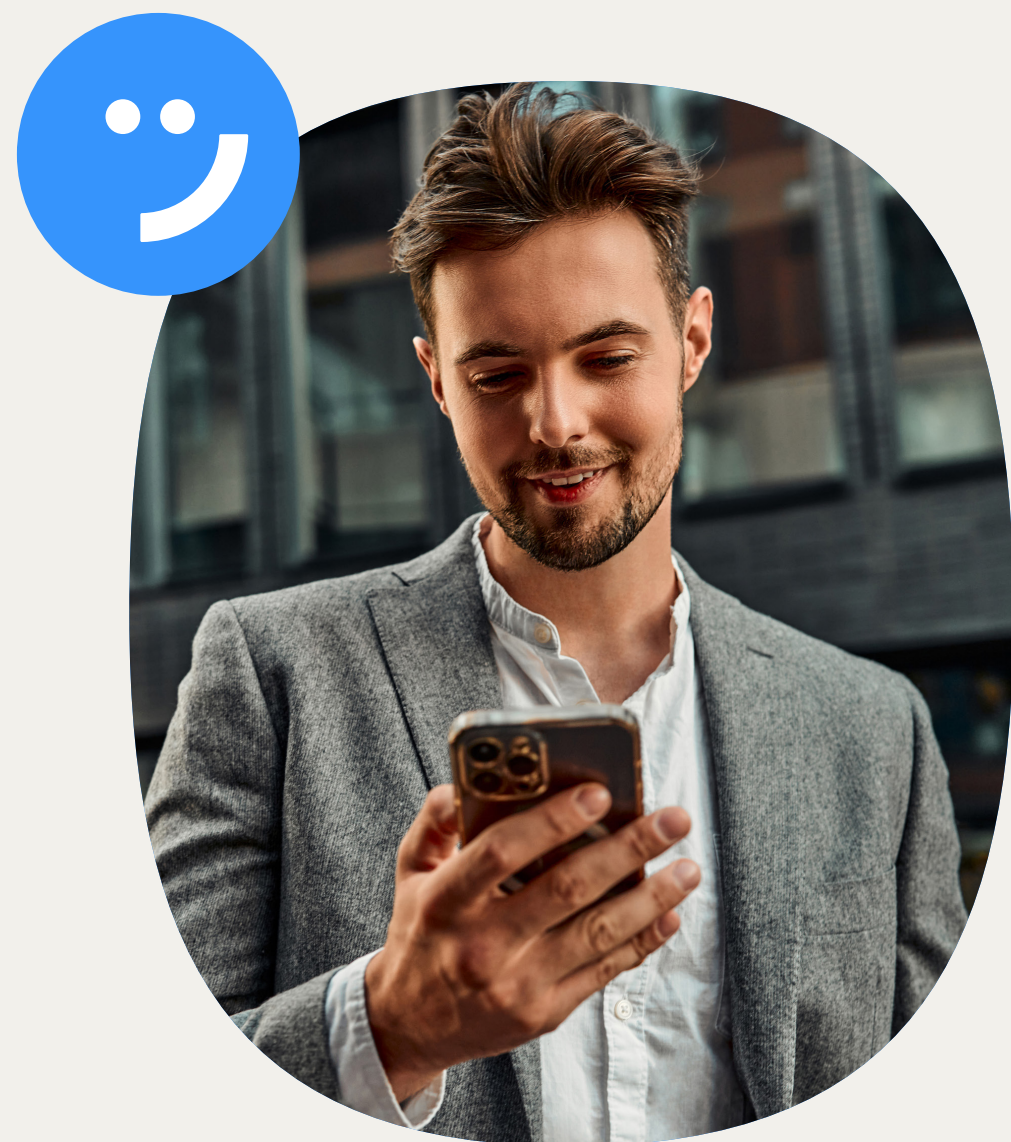
Key features

- Nudge customers along with relevant content and guided assistance
- Display proactive, contextual, personalized self-service on your website
- Continuously monitor struggle points to proactively address in the online journey
- Serve up contextually relevant knowledge with CXone Mpower Expert
- Connect customers for webchat with an agent (live or virtual)
- Offer live chat assistance or a personalized bot experience based on customer details
- No code solution for business users. No IT or website changes.

Benefits

- Help customers successfully self-serve on your website
- Reduce abandonment rates with proactive assistance
- Drive customer engagement for sales and service
- Free up agents to focus on high value tasks
- Rapid time to value, results in minutes





Create a
NiCE
world

Web & Mobile

Guide customers,
provide digital and
CXone Mpower
Expert entry points
or proactive
offers to your
customers

NiCE

×

Hello!

Would you like our AI chatbot to help you?

Yes

Cancel

NiCE

Welcome

How can we help you?

Get in touch with us

Chat

Messenger

WhatsApp

Email

Help Articles

Q

Search for help...

Article Creation

Feeling lost? Follow this article for tips on starting your account!

Account Settings

Customize and optimize your account to get the most of your experience.

See More Articles

Engagement Mapper

Setup rules and
triggers yourself

Street Address:
City:
State:
Postal Code:
Telephone:
Email:
☐ I have a different Mailing Address

1234 1111 5200 4009
06/11 06/14
JOHN SMITH
9920 1234 5678 9100

A simpler way to earn travel rewards with trictions.

Element Name
banking_state

Value
CSS Selector
input#state

Com Save

us of 20,000 miles once purchases within the first 00 in travel.
miles on every purchase, annual fee.
any hotel, anytime.
on purchases until -19.9% variable APR after

- Travel when you want-no blackout dates.
- No foreign transaction fees.
- Miles don't expire and there's no limit to how many you can earn.

Engagement Mapper

Click on an element to assign or edit it's name and save it. Once saved, elements can be associated with visitor interactions when creating or editing a rule.

Mapped Page Elements

banking_state

Create

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Mpower

About NiCE

NiCE is transforming the world with AI that puts people first. Our purpose-built AI-powered platforms automate engagements into proactive, safe, intelligent actions, empowering individuals and organizations to innovate and act, from interaction to resolution. Trusted by organizations throughout 150+ countries worldwide, NiCE's platforms are widely adopted across industries connecting people, systems, and workflows to work smarter at scale, elevating performance across the organization, delivering proven measurable outcomes.

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