



CXone Mpower SmartReach

Voice and Digital Outreach

Optimize Engagement, Mitigate Risk

SmartReach is a comprehensive outbound engagement solution that connects organizations and consumers via any channel (voice or digital) while increasing contact center productivity and ensuring compliance standards are met. SmartReach provides an industry-unique capability comprised of four different dialing technologies that support multiple outreach modes from predictive to human initiated. Contact centers can use these capabilities to align dialing technology to their specific needs, risk tolerance, and contact strategy. SmartReach delivers a substantial benefit to organizations looking to accelerate engagement, drive revenue and deliver exceptional customer experiences on any channel and eliminate blindspots, centralizing all customer data and interaction history with a purpose-built contact center CRM. Customizable interfaces streamline agent workflows, enhance productivity and allow organizations to deliver truly iconic customer experiences.

OUTBOUND DIALING WITH SMARTREACH

The four dialing modalities that make up SmartReach allow businesses to separate dialing systems, including HCI®, a TCPA-focused technology substantially mitigating risk and helping organizations stay within compliance. SmartReach is also equipped with powerful and comprehensive contact attempt controls that deliver 100% call recording.

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SmartReach FourClouds®

- Manual dialing

An agent manually enters all ten digits of a telephone number on the keypad to launch a call. If a customer answers the call, the call is transferred to the agent who speaks with the customer.
- Human Call Initiator® (HCI)

This dialing mode is unique to SmartReach. It is a service in which a Clicker agent manually launches outbound telephone calls by clicking a displayed number. If a customer answers the call, the call is routed to a Closer Agent, who speaks with the customer. This service is typically used when a company does not have a customer's previous consent to contact them by telephone. When compared to manual dialing HCI® increases agent productivity by 200–600%
- Preview dialing

With this dialing mode the telephone number to call together with the customer record is presented to an agent who can choose to either click the number to launch the call or skip the number.
- Automated dialing

Immediately connect live answers with an available agent. Automatically connects outbound calls (if answered) to an agent. This dialing mode is typically used for campaigns where the customers previously have consented to be contacted by phone.

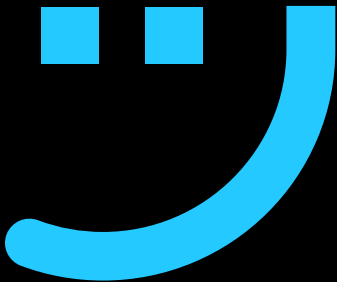
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BENEFITS

- Balance efficiency with compliance needs
- Streamline the creation and execution of outbound campaigns
- Support personalization with customer information & data
- Increase in agent productivity with HCITM (boost productivity by to 200% to 600% over manual dialing)

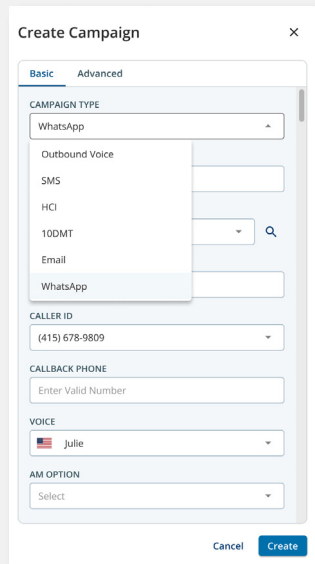
KEY FEATURES

- SmartReach brings 4 unique dialing modalities, offering the right way to dial, based on your use cases and compliance needs
- Choose any option from manual to fully automated dialing using a single solution
- Combine Voice (agent-assisted and agentless) and digital (Email, SMS, WhatsApp) outreach
- Build campaigns and reusable campaign templates in a visual, user-friendly interface
- Use point-and-click segmentation to create sub-campaigns
- Centralize customer data and interaction history in a purpose-built contact center CRM
- Streamline campaign creation using integrated data
- Personalize each interaction

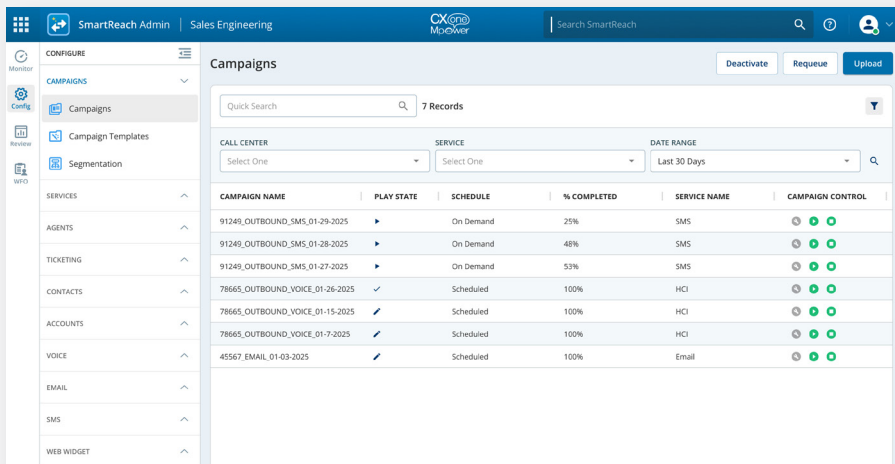


- > [Learn more](#)
- > [Talk to a specialist 1-866-965-7227](#)
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Creating a campaign from Contact Manager



Filtering contacts in Contact Manager

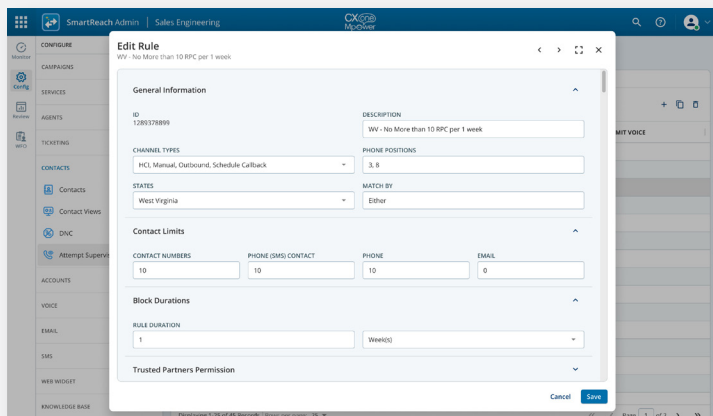


CAMPAIGN NAME	PLAY STATE	SCHEDULE	% COMPLETED	SERVICE NAME	CAMPAIGN CONTROL
91249_OUTBOUND_SMS_01-29-2025	▶	On Demand	25%	SMS	🔍 🟢 🟢
91249_OUTBOUND_SMS_01-28-2025	▶	On Demand	48%	SMS	🔍 🟢 🟢
91249_OUTBOUND_SMS_01-27-2025	▶	On Demand	53%	SMS	🔍 🟢 🟢
78665_OUTBOUND_VOICE_01-26-2025	✓	Scheduled	100%	HCI	🔍 🟢 🟢
78665_OUTBOUND_VOICE_01-15-2025	✓	Scheduled	100%	HCI	🔍 🟢 🟢
78665_OUTBOUND_VOICE_01-7-2025	✓	Scheduled	100%	HCI	🔍 🟢 🟢
45567_EMAIL_01-03-2025	✓	Scheduled	100%	Email	🔍 🟢 🟢

Use Search or Advanced Search to filter contacts for the campaign.

Attempt Supervisor

Limit contact attempts across channels. Address call blocking using existing Phone Do Not Call (DNC)/ Do Not Dial (DND), Contact DND, and Contact + Phone DND flags.



RESOLVING OUTBOUND CHALLENGES



Outbound voice and digital engagement poses compliance and regulatory challenges. Some of those apply across industries, like Telephone Consumer Protection Act (TCPA), or specific to certain verticals like healthcare (HIPAA), collections (FDCPA—Fair Debt Collection Practices Act) or CFBP (Consumer Financial Protection Bureau). SmartReach allows contact centers to balance dialing efficiency with the need to operate in compliance with federal, state and industry guidelines, rules, regulations and laws.



Business challenges include low customer engagement as well as high agent attrition. SmartReach addresses these issues by ensuring that outbound interactions are quickly and efficiently executed and routed to the best qualified resource. Agent Experience is substantially improved by providing agents with the tools and data they need, in the moment and at their fingertips to provide a streamlined, highly personalized customer experience, regardless of channel. A purpose-built contact center CRM makes it easy to collect customer as well as interaction data, providing a single pane of glass across channels and applications.



Like all CXone Mpower features, SmartReach is infinitely scalable and open, making it easy to integrate with enterprise tools such as ERPs and others across any organization's CX application stack, complemented by a robust library of flexible, well documented APIs that allow for customization and seamless integration into any enterprise solutions landscape.

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 Mpower, 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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