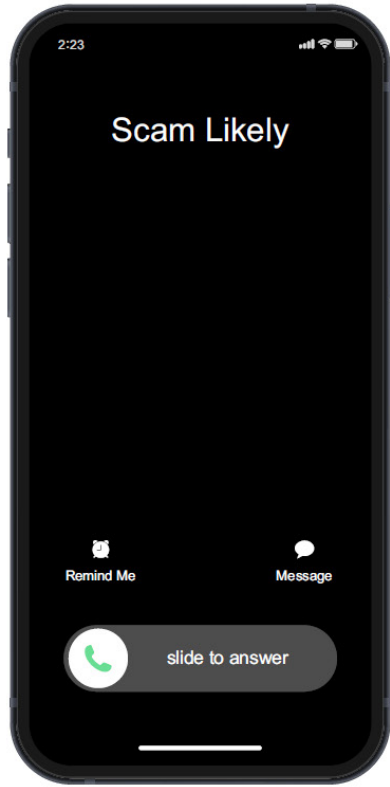


Universal Call Branding

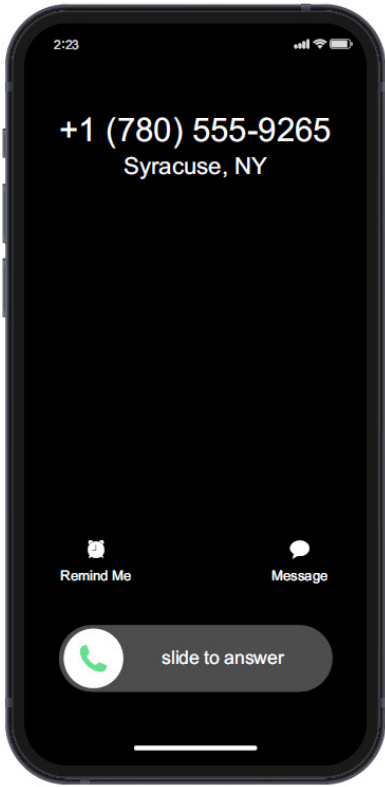
Reach customers on the first try

CXone Mpower’s Universal Call Branding turns mobile phones and devices into highly effective advertising on every call by replacing basic phone numbers with the name, characters and images you want recipients to see. Not only does this eliminate carriers from marking your phone numbers as SPAM, it lets your customers know who you are and why you are calling before they even pick up the phone.

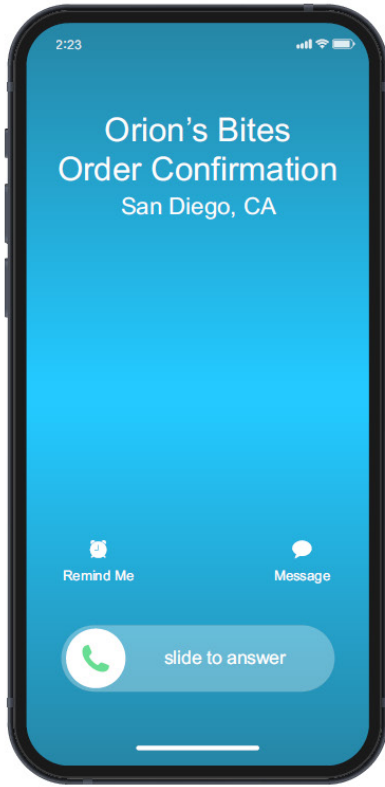
Which call will you answer?



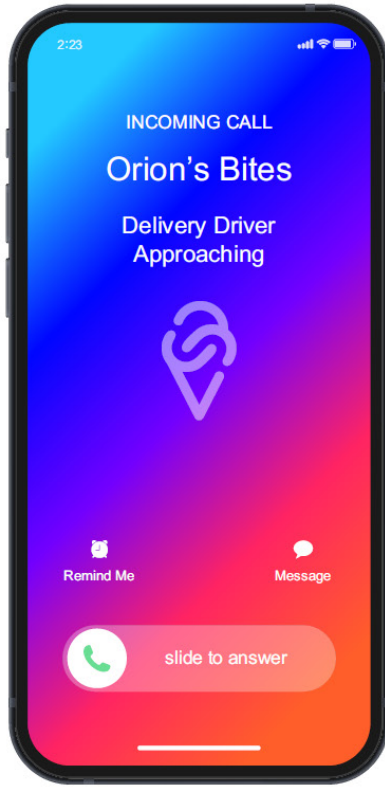
No call branding



No call branding



Basic call branding
Available on all phones



Rich Content Branding
App required



Benefits

- Increase answered calls by as much as 90%
- Reduce costs with fewer repeated outbound calls
- Improve customer experience

Key features

- Eliminates SPAM or unknown caller labels
- Reduces the number of phone numbers needed
- Rich content branding with logo

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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