



RESEARCH NOTE

NICE Introduces Nexidia Analytics: Omni-channel Analytics for the Contact Center

Summary

On January 10, 2017, NICE of Hoboken, NJ introduced Nexidia Analytics, its next generation of Interactions Analytics that is platform-agnostic and brings together both audio and text indexing, search, analysis, and language modeling in a single solution. The shared architecture of Nexidia Analytics eliminates siloed analytics applications and databases for each interaction type. It also offers a single, uniform administration and analysis toolset for all interaction types including calls, chats, e-mails and surveys.

As the industry embraces omni-channel interactions, Nexidia Analytics is designed to address cross-channel analytics, providing common, cross-channel metrics for evaluation and action. Cross-channel analytics also provide insights into customer channel preferences and practices as well as the success of such options as self-service and web chat.

Reporting is completely integrated across channels, providing users a comprehensive understanding of interactions performance and metrics regardless of channel of origin or conclusion. Analysts defining business topics can do so in a single-channel or cross-channel fashion with the same tools, eliminating the need for specialized analyst skills for the pursuit of analytics in different channels. Reporting and analysis starts at the business level; reporting for separate channels occurs only when the user directs the platform to provide such reports.

NICE Nexidia Analytics is available for immediate delivery.

The View from The Saddle

For the past 18 years, Saddletree Research has been authoring research notes such as this one covering industry events and announcements with regularity. While many of these research notes are written primarily to provide greater depth of information and analysis of product and/or company developments and announcements, news occasionally crosses our desk regarding an industry development that distinguishes itself in its potential to have a far-reaching and long-lasting impact on the global contact center industry. The release of Nexidia omni-channel analytics falls into this latter category.

Saddletree Research views Nexidia Analytics as a product development that will significantly alter the perception and application of interaction analytics in the contact center. We expect this new product to have an immediate and positive impact on the market.

Nexidia Analytics essentially takes disparate analytics solutions that typically require dedicated, well-trained individual resources and not only brings these solutions together, but simplifies the process along the way. Contact centers that have been previously excluded from any analytics solution, whether by self-imposition or by lack of resources, will find the door to interaction analytics swinging wide open for them.

Nexidia is promoting Nexidia Analytics as “Analytics with no limits,” and Saddletree Research agrees with this assessment. More than just omni-channel analytics, which is an impressive achievement in and of itself, Nexidia Analytics has taken separate analytics applications for individual channels and married them into a single entity that provides unified analytics on a single platform. For those who want analytics separated by channel it is still available; however, for those users who previously considered the analytics process a daunting prospect, Nexidia Analytics essentially removes the intimidation factor.

Rather than having to look at analytics solutions for individual channels, Nexidia 12 simply considers an interaction an interaction, regardless of channels. This includes text interactions, which have historically been treated as documents rather than interactions. Web chats are analyzed for time, not just content, so managers gain an understanding of how long a chat interaction lasts as well as the time lapses between agent/customer exchanges. This unique ability is important in that agent responsiveness is a key factor in customer satisfaction or dissatisfaction with the chat interaction.

Users can also enter a search phrase and get results from all channels. The user, who does not necessarily have to be an analyst, decides what results they want to see and the process to get that done is a simple drag-and-drop. The user channels the business intent but the analytics operation itself is simple and straight-forward.

Advanced queries can be accomplished in a similar manner as basic queries with results organized into multi-level taxonomies. Root-cause analysis can be performed at the individual channel level or across channels in an omni-channel fashion.

While Nexidia continues to operate as an independent company following its acquisition by NICE a year ago, it is NICE that is poised to take immediate advantage of the advanced capabilities offered by Nexidia Analytics. Omni-channel analytics will become an integral component of the NICE Workforce Optimization (WFO) portfolio, which will benefit from the advanced analytics capabilities provided by Nexidia Analytics. Users of NICE analytics solutions will be able to seamlessly migrate to Nexidia Analytics without having to make any changes to their recording or quality management solutions. We believe this will also open the door to significant opportunities for Nexidia Analytics to penetrate a large percentage of NICE's customer base.

Saddletree Research believes that the future for interaction analytics in the contact center is virtually unlimited. Analytics will be the underlying foundation for all internal decisions and all customer-facing strategies in the future. Analytics is a member of an exclusive class of contact center solutions that is 100 percent applicable to all contact centers in the industry regardless of size, vertical market or level of sophistication.

Nexidia established itself as an elite provider of comprehensive interaction analytics solutions many years ago and, with the announcement of Nexidia Analytics, effectively establishes itself today as an analytics solution for the masses. With simplicity of operation and applicability of purpose, Nexidia Analytics occupies an enviable industry position. Nexidia Analytics omni-channel interaction analytics is a game-changer.

