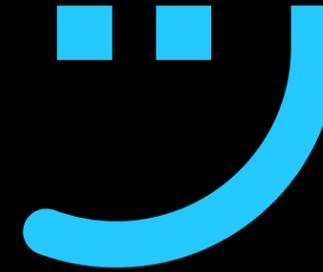


# CXone SmartAssist powered by AMELIA

Reduce operating costs with full conversational resolution



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CXone SmartAssist is a truly intelligent virtual agent that fully and conversationally resolves customer service and support needs with the best experience possible.

Powered by Amelia—the recognized leader in advanced Conversational AI—SmartAssist improves the quality and consistency of automated interactions with effortless context switching and understanding of human sentiment.

SmartAssist completes tasks and responds quickly with relevant answers and personalized information for customers—with complete resolution or intelligent elevation to agent with context. Unlike traditional development toolkits, SmartAssist is part of a complete unified customer experience platform and requires no assembly—up and running quickly for accelerated ROI.

## SELF-SERVICE THAT FEELS LIKE A CONVERSATION

### Wow that was easy

Power intelligent, full, conversational resolution for a wide range of customer care (CX) and service management (ITSM) use cases across major industries & verticals.

Enable your customers to converse naturally with an advanced Intelligent Virtual Agent who effortlessly and fully resolves their need or request when they contact your business.

Whether it's a simple request or complex, multi-step dialog, SmartAssist guides the customer through and “contains” conversations with minimal escalation to an agent (always an intelligent transfer with full context for a seamless experience). Customer receives full first-touch resolution with the best CX possible.

## SMARTASSIST ROLES AND SKILLS

Out of the box, SmartAssist performs a variety of Roles and Skills at unmatched scale.

- 
**CUSTOMER PORTAL**
  - Access Manager
  - Troubleshooting (password resets, etc.)
- 
**PRODUCT/SERVICE ORDERS**
  - Tutorials
  - FAQs
  - Refund Requests
- 
**ACCOUNT MANAGEMENT**
  - Billing inquiries/refunds
  - Credit services
  - Payment arrangements
- 
**SHIPPING MANAGER**
  - Product/Service Issues
  - Insurance Claims
  - Returns and FAQs
- 
**SCHEDULING**
  - Manage schedules
  - Reschedule deliveries
  - Cancel appointments
- 
**MANY COMMON IT, HR & FINANCE QUERIES**
  - Email issues, Wi-Fi troubleshooting
  - PTO and payroll requests
  - Credit card services

## BENEFITS

- Better service levels: Availability 24/7/365 means no waiting and full resolution for your customer
- Reduced operating costs: Manage agent volume while improving CX across all channels
- Scalable: Meet customer demand during peak volumes
- Save time and effort: Prebuilt horizontal and vertical Apps, Roles, and Skills for ease of adoption
- Accelerate self-service success with conversational data and AI: Use Enlighten XO to engineer SmartAssist for the best possible CSAT and containment

## KEY FEATURES

- Comprehensive intelligent virtual agent for full, conversational resolution across all verticals and horizontal use cases
- Interacts with customers as a live agent would—Understands sentiment, switches context, naturally handles interruptions, and more
- Omnichannel: Voice and chat, digital messaging channels
- Seamlessly engages live agents with full-context intelligent elevation when needed
- Integrates any back-end information system or third-party app. 50+ integrations prebuilt for quick use.

The most comprehensive Conversational intelligent virtual agent (IVA) on the market for voice and chat.



**Deep contextual understanding.**

Customer care depends on human levels of comprehension, not simple task bucket classification. Amelia's is the only AI system capable of such levels of human understanding.



**Context switching.**

Unlike a chatbot, SmartAssist switches between threads and topics flexibly, providing quality humanlike experiences.



**Natural language understanding.**

SmartAssist understands words and their intended meaning, providing contextual responses with high accuracy and minimal input for training.



**Advanced Conversational AI.**

Amelia is a recognized leader in cognitive and conversational technology with foundational technology developed by 20+ years of innovation.



**Pre-built vertical skills.**

SmartAssist has been trained on industry-specific words and processes to speed up deployment times.



**Learns and improves over time.**

SmartAssist uses observation and supervised learning to advance over time and address similar future scenarios without human intervention.



**Connects to enterprise systems.**

SmartAssist's prime purpose is to execute and resolve tasks on behalf of customers and end-users in existing backend systems.



**Flexibility.**

Your customers should be able to change topics at any time just as they would with a human agent. SmartAssist follows when you switch from one state to another and returns to your original goal.



**Multi-threaded.**

Amelia's brain is modeled after the human brain. All the centers of her brain respond in tandem to make for a rich customer experience.

**FULLY AUTOMATED CONVERSATIONS**

*Improve CX while reducing operating costs*

Accelerate first-touch resolution with smart automation. Out of the box, SmartAssist provides the future of customer service today: Omnichannel, full conversational resolution of customer needs across all verticals and horizontal use cases.

Expand self-service with fully automated resolution of customer needs to address common business challenges—such as costs, quality, staffing, and access windows.

Meet demand during peak interaction times, allowing agents to focus on the most important tasks, VIPs, and complex issues.

**AUTOMATION WITHOUT THE GUESSWORK**

*Build self-service faster*

For an accelerated path to self-service success, use Enlighten eXperience Optimization (XO), a one-of-a-kind AI solution that perfectly engineers SmartAssist with the optimal conversations to fully resolve your customers' needs and requests with the best experience possible.

Enlighten XO uniquely parses historical agent-assisted interactions (recorded calls and text transcripts) to understand what (and how) your customers are asking for assistance and identify precisely which conversations are optimal for self-service, as well as exactly how to automate those conversations for full resolution ("containment") and the best CX possible. Even better, XO's Autoflow eliminates the typical guesswork and hand-coding effort by auto-building the intents and flows in SmartAssist for you—accelerating Go Live and self-service success from day one.

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, 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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