The key for scalable CX

Built into the core of the CXone Mpower platform, AI orchestration runs every application on the same intelligence. **CXone Mpower's AI orchestration provides a single place for AI governance, consistent AI use across the business, and intelligence defined once and applied everywhere, creating seamless customer experiences and unlocking growth for your organization**.

But even AI orchestration is only as strong as the intelligence it runs on. General AI can get you part of the way there, but it can't consistently deliver the right outcome, at the right time. That's where purpose-built AI for CX changes the game.

When trained on proven, validated CX data, purpose-built AI becomes the foundation for smarter, consistent interactions. **It can connect insights from across the organization, break down silos from the front to the back office, and ensure customer needs are addressed quickly and with precision**.

And when that intelligence is orchestrated across tasks, processes and workflows, it delivers AI that's flexible enough to adapt, smart enough to act, and precise enough to drive measurable outcomes—boosting productivity, improving customer satisfaction and reducing costs at scale—creating truly transformational CX.

CXone Mpower
AI Orchestration

- Unified intelligence
- Centralized governance
- CX-specific AI + General-purpose AI
- Real-time adaptability

Customer service expectations are shifting

41% of consumers want stress-free service and are willing to pay 53% more for it[3]

Effortless experiences start with a unified, a unified AI platform for CX

Meeting consumers expectations is not about adding on AI tools, it's about orchestrating AI on a unified AI platform so every interaction feels effortless, seamless and personal.

The NiCE approach:
Efficient, transparent, and adaptive AI

Unified intelligence, consistent outcomes, centralized governance

CXone Mpower combines AI orchestration with observability to drive efficiency, deliver consistent experiences, and centralize governance, ensuring every touchpoint runs on the same standards of intelligence.

Always ready for what's next

With new models emerging at unprecedented speed, our modular architecture makes it simple to adopt the best innovations fast. Whether that means upgrading, swapping, or layering models. Instead of month-long integrations, we can put the latest advancements into production in a matter of days, or even hours.

Built-in validation for every model

Before a model goes live, it passes through a rigorous automated testing process. This ensures reliability, accelerates deployment, and keeps innovation moving without compromising quality.

The right model for the right moment

Because no single LLM can excel in every use case, CXone Mpower's orchestration engine selects the right model based on accuracy, speed, and cost. By being LLM-agnostic, we ensure that each customer service interaction is powered by the intelligence best fit to deliver the right outcome.

Real-time monitoring

Our system continuously monitors the performance of our LLMs in production, alerting us of any issues or unexpected behaviors.

Fail-safe mechanisms

We've built a failsafe protocol to ensure safety and security across all models. If an LLM starts performing poorly, our system can automatically fall back to a previous, stable version.

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