

CUSTOMER VALUE LEADERSHIP



Best Practices Criteria for World-Class Performance



- Financial Performance*
- Customer Acquisition*
- Operational Efficiency*
- Growth Potential*
- Human Capital*



- Price/Performance Value*
- Customer Purchase Experience*
- Customer Ownership Experience*
- Customer Service Experience*
- Brand Equity*

The company demonstrates a strong overall performance

“The North American Customer Value Leadership Award in the AI-enhanced workforce optimization industry awarded to NICE.

For almost 40 years, NICE has consistently adapted to changes in the market, expanding and enriching its product portfolio to address customers’ needs and stay abreast of the rapidly changing contact center industry.

With its steadfast investment in R&D, particularly in the area of AI, coupled with its keen acquisition strategy, NICE is well positioned as an innovation leader in improving the CX and EX and has greatly increased its global brand recognition.

- Nancy Jamison, Senior Industry Director, CX Practice

Best Practices Award Recognition

Best Practices Awards recognize companies demonstrating outstanding achievement and superior performance. The Customer Value Leadership Award recognizes the company that offers products or services customers find superior for the overall price, performance, and quality.

In the half-century since its founding, Frost & Sullivan has become a widely recognized leader in the growth consulting industry - A Global Growth Partnership Company.