



# 2023 FROST & SULLIVAN CUSTOMER VALUE LEADERSHIP AWARD

*Identified as best in class in the North American AI-enhanced workforce optimization industry*



NICE's customers can automate processes across their businesses, saving them time and money while enhancing the CX and EX.



As one of the most tenured, full-suite CCaaS providers in the industry, NICE is one of the most recognized global brands in the market today.



NICE excels in the following criteria in the AI-enhanced workforce optimization industry:



**GROWTH  
POTENTIAL**



**PRICE/PERFORMANCE  
VALUE**



**CUSTOMER OWNERSHIP  
EXPERIENCE**



**BRAND EQUITY**