# Customer Experience

Orchestrate Powerful Customer Journeys
Leveraging AI for Precise Intelligence

NWN's Customer Experience (CX) offering supports the entire customer engagement lifecycle across contact centers, digital channels, automation, and workforce engagement. Our integrated solutions combine AI, cloud platforms, and real-time analytics to enable seamless, personalized service, whether customers connect through voice, chat, email, SMS, or social media channels. Every interaction is built on a foundation of embedded security and resilience, helping organizations deliver scalable, cost-effective experiences.

As customer expectations rise and service models become more complex, many organizations struggle with disconnected tools, inconsistent engagement across channels, and limited visibility into performance. NWN provides the consultative expertise and managed capabilities needed to unify platforms, people, and processes, empowering organizations to deliver intelligent, secure, and consistent experiences for both customers and agents.

## Drive Meaningful Change

Modern CX solutions enable a more connected, intelligent, and resilient service delivery model, where customers experience seamless support and employees engage efficiently across every channel. Key benefits include:

- **Control Costs with Flexible Delivery:** Maintain predictable budgets through scalable, cloud-based service models

- **Gain Visibility with Real-Time Analytics:** Identify trends and service gaps faster to improve operations and inform experience strategy

- **Empower Agents with Real-Time Intelligence:** Deliver more personalized customer experiences with tools that surface context and guide interactions

- **Unify Multichannel Engagement:** Create consistent, seamless, and secure customer journeys across voice, chat, email, SMS, and self-service

- **Enhance Resilience Across the Journey:** Minimize downtime and disruption through embedded security, monitoring, and recovery planning

- **Optimize Workforce Performance:** Align staffing with real-time demand to improve responsiveness and reduce wait times

## The Experience Management Platform

For organizations striving to transform support, consolidate operations, increase adoption, and provide exceptional experiences, NWN offers AI-powered Managed Services delivered by the Experience Management Platform.

**Learn about EMP**

nwn.ai

## Solution Components

NWN CX solutions include a full suite of Advisory Services that enable organizations to optimize customer engagement.

### Contact Center Channels

Unify multichannel engagement across key platforms (voice, chat, email, SMS, social) while maintaining context, continuity, and visibility across every interaction, supported by real-time analytics and embedded with security and resilience.

### Resource Management

Optimize staffing and performance by predicting contact patterns, influencing agent behavior, and refining self-service capabilities to improve forecasting, scheduling, and visibility across channels.

### Conversational AI

Deliver seamless, human-like interactions with AI that understand intent, sentiment, and context to power virtual agents, assist live agents in real time, enable multilingual, omnichannel conversations, and continuously improve through adaptive learning.

### Actionable Intelligence

Enhance decision-making and service quality by integrating journey analytics, CRM data, and conversational AI to enable intelligent routing, seamless self-service, and real-time, in-context guidance for support agents.

### Service Mechanisms

Improve support quality and accessibility with AI-powered virtual assistants, intelligent routing, and self-service IVRs that integrate relevant information sources to deliver contextual, immersive experiences.

### EMP Managed CX Services

Drive efficiency, reduce costs, and elevate the customer and employee experience with AI-powered managed services delivered through NWN's Experience Management Platform for seamless support and ongoing optimization.

## Transform the Customer & Employee Experience

Consistent, personalized service across channels is essential to customer engagement. Backed by NWN's expertise, our CX solutions enable seamless journeys and drive satisfaction through AI-powered, data-driven delivery. Key outcomes include:

- **Higher customer satisfaction and loyalty** through consistent, high-quality interactions across all channels.
- **Stronger brand reputation** by delivering responsive, reliable service that builds trust.
- **Greater employee engagement and efficiency** with intuitive tools and real-time insights.
- **Faster revenue growth** from better engagement, reduced churn, and increased conversions.
- **Lower operational burden** by proactively resolving issues and enabling self-service.
- **Clear competitive differentiation** by making the customer experience a strategic advantage.

## Secure & Resilient by Design

NWN embeds security and resilience into every layer of our solutions, proactively reducing risk and disruption through Zero Trust principles, continuous testing, and lifecycle-integrated protection to help customers stay secure, compliant, and operational.

## About NWN

NWN is the leading AI-powered technology solutions provider for North America's most innovative public and private organizations. For more than 30 years, NWN has helped over 5,000 CIOs deliver technology modernization programs with its Intelligent Workplace, Customer Experience (CX), Managed Devices, Cybersecurity and Public Safety, Connectivity, and Intelligent Cloud solutions. The company's proprietary Experience Management Platform ensures seamless service delivery, real-time observability, and improved efficiency for its customers' most demanding technological needs. NWN is a high-performance, high-integrity team of 1,000+ experts committed to a customer-obsessed culture, earning a 75 Customer Net Promoter Score. The company has been recognized with hundreds of industry awards and is proud to be a 'Best Place to Work' with an 86 Employee Net Promoter Score. For more information, visit: nwn.ai.

## See What Our Customers are Saying

Discover how NWN's solutions drive success for industry leaders.

**Hear From a Customer**