



NICE Perform™ Selected by National Bank of Canada to Replace Existing Competitive System

Solution suite chosen for its advanced capabilities and unique agent coaching tool, to go beyond traditional recordings of customer interactions

Ra'anana, Israel, March 14, 2005 - NICE Systems (NASDAQ: NICE), the global provider of advanced solutions that enable organizations to extract insight from interactions today announced it has received a significant deal from the National Bank of Canada to implement NICE Perform™ in call centers of their major divisions, including National Bank Discount Brokerage, National Bank Trust, National Bank Securities, National Bank Insurance. The solution will be implemented in Montreal, Quebec.

The NICE Perform solution was chosen to replace a competitor's existing system, based on its capabilities for extracting insights from customer interactions, providing a quantifiable understanding and anticipation of customer preferences, potential risks and new opportunities. By applying NICE Perform's advanced capabilities the National Bank of Canada will be able to improve customer care and level of service as well as compliance with legal requirements.

Moreover, the National Bank of Canada will benefit from NICE Perform's unique Agent Coaching solution, which will provide supervisors with targeted tools for improving agent performance and decreasing attrition. With these tools supervisors can create personalized coaching packages and receive immediate feedback on their agents' skills and compliance with regulations. By ensuring that guidelines and regulations are followed, the risk of legal action is mitigated. Moreover, by decreasing attrition, the cost of recruiting and training new agents, translates into considerable operational cost savings.

"We are very pleased by this latest order for NICE Perform," said Haim Shani, President and Chief Executive Officer at NICE. "Organizations are quickly recognizing the value of NICE Perform for going beyond traditional call recordings and quality monitoring. NICE Perform's differentiating value-add is its ability to provide the metrics by which organizations measure and predict customer behavior as the critical feedback to the enterprise and its processes."

About NICE Perform

NICE Perform is a fully-integrated suite of solutions that offers innovative ways to generate insight from interactions and drive performance in the contact-center and throughout the enterprise. NICE Perform provides multidimensional analytics that go beyond the scope of transactional analytics to help decision makers understand customer intent, market dynamics and identify current and future trends. Content analysis is based on data that is derived from a wide variety of information sources, including word spotting, emotion detection, talk pattern analysis, customer surveys, call flow analysis, application activities, business data and more. All of this information is stored in a centralized data warehouse. The power of NICE Perform lies in the unique synergy between components that allows any user to gain insights from the interactions, and turn these insights into an exceptionally valuable source of decision-support information.

About NICE

NICE Systems (NASDAQ: NICE) is the leading provider of "Insights from Interactions", based on advanced content analytics - of telephony, web, radio and video communications. NICE's solutions improve business and operational performance, as well as security. NICE has over 15,000 customers in 100 countries, including the world's top 10 banks and 65% of the Fortune 100. More information is available at www.nice.com.

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