



NICE Enables Compliance with New Brazilian Customer Service Regulations

Seven top Brazilian telecom and contact center outsourcing companies choose NICE SmartCenter to improve customer satisfaction and business performance

Ra'anana, Israel, February 2, 2009 - NICE Systems (NASDAQ: NICE), the global provider of advanced solutions that enable organizations to extract Insight from Interactions to drive performance, today announced that NICE SmartCenter has been selected by seven leading Brazilian telecommunications and contact center outsourcing companies to comply with new customer service regulations put in place by the Brazilian government effective December 1st, 2008. Each of these companies placed orders in the fourth quarter of 2008 for NICE SmartCenter for their contact centers, which handle millions of customer calls each month, to meet the requirements of the country's new presidential decree.

The new Brazilian State decree, which became effective December 1st, 2008, aims to protect consumers against abusive practices by obliging contact centers to adhere to higher standards of customer service or incur penalties. Contact centers are now obliged, for example, to transfer calls no more than once and put customers on hold for no longer than one minute. In addition it also outlines soft-skills requirements, such as clarity, efficiency, precision, punctuality and cordiality. Furthermore, if a caller wants to cancel a service, the organization must oblige immediately.

"In the last few months we have already seen new opportunities arise as a result of the Brazilian government's new decree on improving customer service levels for the country's 185 million population, and we see our role only continuing to expand in this area in the future," said Yochai Rozenblat, President, NICE Americas Enterprise. "NICE is proud to be selected as the de facto choice of leading telecommunications and contact center outsourcing companies in Brazil seeking the best solution to help them comply with the new regulations."

NICE will provide these leading firms with recording and quality management (QM) solutions, some of which will be implemented in a VoIP environment, that will help them improve agent customer service performance for maximized customer satisfaction. By delivering a better understanding of which agent behaviors are the most productive, successful contact center management best practices can be implemented across all teams. By better identifying which behaviors are detrimental to customer satisfaction, they can better uncover knowledge and soft-skill gaps to provide more precise agent training. Furthermore, NICE's integration with the contact centers' CTI system enables telecommunications companies to comply with the decree's requirements regarding queue times and call transfer times. Additionally, NICE's call flow analysis capabilities help ensure that the customer's call was not ended prior to providing the requested service per decree requirement.

About NICE

NICE Systems (NASDAQ: NICE) is the leading provider of Insight from Interactions solutions and value-added services, powered by the convergence of advanced analytics of unstructured multimedia content and transactional data – from telephony, web, email, radio, video, and other data sources. NICE's solutions address the needs of the enterprise and security markets, enabling organizations to operate in an insightful and proactive manner, and take immediate action to improve business and operational performance and ensure safety and security. NICE has over 24,000 customers in more than 135 countries, including over 85 of the Fortune 100 companies. More information is available at <http://www.nice.com>.

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