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> **Insight from Interactions**

NICE Systems Launches Quality Optimization, the Next-Generation Quality Management Solution for Contact Centers

Pioneering business driven solution based on NICE's Interaction Analytics capabilities bridges the gap between quality management processes and business objectives

Ra'anana, Israel, April 20, 2009, NICE Systems Ltd. (NASDAQ: NICE), the global provider of advanced solutions that enable organizations to extract Insight from Interactions to drive performance, today announced the launch of its Quality Optimization solution, a next-generation quality management solution for contact centers that is part of NICE SmartCenter. NICE's pioneering Quality Optimization solution is the first end-to-end quality management (QM) solution on the market to bridge the gap between organizations' existing QM processes and business objectives, such as First Call Resolution (FCR), handle time optimization, churn reduction and increased customer satisfaction. Combining a unique methodological approach with the capabilities of NICE's proven Interaction Analytics technology, Quality Optimization provides a new approach to business driven QM processes.

Donna Fluss, President of DMG Consulting, commented, "Contact center managers are asking for solutions that deliver timely and actionable results. Workforce optimization vendors are listening and taking the lead in responding. NICE has introduced a unique business oriented QM offering, which blends workflow, Key Performance Indicator (KPI) and analytics-enabled capabilities, to give managers the information they need to quickly identify and address problems."

Quality Optimization enables contact centers to leverage the QM workflow in a much more efficient and effective way. Using calls categorized by key business objectives, Quality Optimization automatically identifies changes in business KPI results and alerts supervisors to particularly challenging calls for evaluation, such as calls that require longer handling time, or issues relating to repeat calls. Using root cause analysis, which automatically correlates trends with agent performance, the call center operational teams can then develop targeted performance improvement programs for corrective action for agents, supervisors and other relevant contact center staff. Contact centers can also now deploy NICE's Quality Optimization solution as an add-on and enjoy a faster and higher return on their existing QM investment.

"We are pleased to announce the launch of the Quality Optimization solution and its role in transforming the QM space from previously employed generic QM processes to a now more robust business driven approach," said Udi Ziv, Chief Product Officer at NICE Systems. "By working with organizations to help them align their QM processes with their business objectives, we are providing them with the solutions they need to automatically determine the root cause of problem calls so they can impact performance improvements and meet critical business goals such as improved customer satisfaction and increased operational efficiency."

About NICE Systems
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 150 countries, including approximately 80 of the Fortune 100 companies. More information is available at http://www.nice.com.

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This press release contains forward-looking statements as that term is defined in the Private Securities Litigation Reform Act of 1995. Such statements are based on the current expectations of the management of NICE Systems Ltd. (the Company) only, and are subject to a number of risk factors and uncertainties, including but not limited to changes in technology and market requirements, decline in demand for the Company's products, inability to timely develop and introduce new technologies, products and applications, difficulties or delays in absorbing and integrating acquired operations, products, technologies and personnel, loss of market share, pressure on pricing resulting from competition, and inability to maintain certain marketing and distribution arrangements, which could cause the actual results or performance of the Company to differ materially from those described therein. We undertake no obligation to update these forward-looking statements. For a more detailed description of the risk factors and uncertainties affecting the company, refer to the Company's reports filed from time to time with the Securities and Exchange Commission.

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