



First International Bank of Israel Implements NICE Interaction Analytics to Better Meet Financial Needs of Customers and Turn Contact Center into Revenue Generator

Bank adds Interaction Analytics to enable delivery of industry leading customer service to retail banking customers looking to better manage their finances

Ra'anana, Israel, July 16, 2009 - NICE Systems Ltd. (NASDAQ: NICE), a leading global provider of advanced solutions that enable organizations to extract Insight from Interactions to drive performance, that the First International Bank of Israel (FIBI) has completed its initial deployment of NICE's [Interaction Analytics Business Solutions](#) to improve cross-sell/upsell capabilities, increase customer satisfaction, and decrease contact center agent knowledge gaps. FIBI has chosen to implement [Interaction Analytics](#) from NICE to gain advanced capabilities in providing world-class customer service, and to help its customers better manage their finances.

FIBI provides its clients in Israel with a full range of financial services including credit, deposits, securities, foreign exchange, financial derivatives, international trade, mortgages, pension consulting, mutual funds, portfolio management, underwriting, leasing and international banking. FIBI is a fast growing bank, having recently completed several acquisitions. As a result the bank has increased its our customer base and will be growing the number of agents in its contact center to handle the increased volumes of customer calls.

FIBI is utilizing the NICE Interaction Analytics Business Solution to perform automatic categorization of cross-sell/upsell related interactions, per product line, e.g. direct credit, to identify successful sales. This enables FIBI's contact center supervisors to identify which agent behaviors can be used as learning models for successful selling and build best practices, and which require corrective actions.

Amnon Beck, CIO of the FIBI group and CEO of Mataf, the Financial IT and Operations division of FIBI, commented, "FIBI is proud to be a leader in our industry in terms of the technology that we implement to support our goals for world-class service and business growth. Accordingly, we decided to implement NICE's Interaction Analytics to take our technology capabilities beyond support for regulatory compliance, and to turn our contact center into a revenue generator, which is a key value-add that we can now bring to the organization."

Before implementing advanced Interaction Analytics from NICE FIBI's contact center supervisors had to spend most of their time searching for the relevant customer calls to identify what works and what doesn't in providing quality of service and value based selling efforts. The NICE solution enables a paradigm shift, automatically identifying these calls, and enabling supervisors to focus on analyzing the right calls with the right contents.

FIBI is also leveraging NICE's [Agent Coaching](#) for creating personalized coaching packages and delivering them directly to the agent's desktop for targeted training on a variety of topics, such as how to better handle customer objections. FIBI has also deployed NICE's analytics driven customer satisfaction solution to detect interactions where customer dissatisfaction is expressed.

"We are very happy to help FIBI, a long time NICE customer, proactively identify customer and agent behavior trends, spot areas where greater sales success can be gained, and adjust processes to drive overall business performance," said Barak Eilam, President Interactions Business Applications, NICE Systems. "FIBI to date was benefiting from NICE's recording solution mainly for compliance purposes. Now, NICE's Interaction Analytics solutions are helping FIBI raise the bar on their contact center operations by providing a unique opportunity to turn the contact center into a revenue generator, an important benefit particularly in today's economic environment."

About First International Bank of Israel

First International Bank of Israel (FIBI) is Israel's fifth largest banking group. FIBI has distinctive expertise in capital markets, foreign currency, private banking and global trade as well as in corporate finance. FIBI is also a leader in the development of financial instruments. The bank offers a variety of advanced and unique direct-banking services, enabling FIBI to reach the maximum number of clients through innovative initiatives tailored to clients' financial needs. FIBI group has 180 branches and offices including of its four main banking subsidiaries in Israel.

About NICE Systems

NICE Systems (NASDAQ: NICE) is the leading provider of Insight from Interactions solutions and value-added services, powered by advanced analytics of unstructured multimedia content – from telephony, web, radio and video communications. 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 more than 85 of the Fortune 100 companies. More information is available at <http://www.nice.com>.

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