

NICE IS RECOGNIZED FOR THEIR OUTSTANDING CUSTOMER SUPPORT

NICE Global Support won the Stevie Award for outstanding achievement in the industry

HOBOKEN, NJ – August 17, 2017 – **NICE (Nasdaq:NICE)** was awarded a silver level Stevie® Award in the **Customer Service Department of the Year - Computer Software** category presented at the 14th Annual International Business Awards today.

NICE provides exemplary customer support to more than 22,000 businesses on more than 25,000 instances of 20 solutions including both infrastructure and high value business applications. With more than 120,000 cases raised each year NICE has approximately 500 customer support specialists located around the world.

In April 2017 NICE completed a three year transformation of its Customer Support function which overhauled every aspect of their operations, positively impacting People, Process and Technology. The transformation has been an outstanding success with Satisfaction in Customer Support reaching record levels across the board.

Over the past three years NICE has implemented a number of its own industry leading solutions such as Voice of the Customer to survey all cases once they are closed; inContact telephony for their global CCaaS platform and NICE Engage, Interaction Analytics and Quality Management to monitor interactions and identify opportunities for improvement. NICE has also implemented a successful state-of-the-art ITSM Ticket Management system which underpins and automates the entire new organization and process.

The International Business Awards are the world's premier business awards program. With a record number of nominations this year, the 2017 IBAs received entries from more than 60 nations and territories. Stevie Award winners were determined by the average scores of more than 200 executives worldwide who participated on 12 juries.

Michael Gallagher, president and founder of the Stevie Awards

"The IBA judges from across the world were highly impressed with the nominations they reviewed this year. With the level of achievement documented in the nominations from 60 nations, the Stevie Awards are proud to honor organizations that demonstrate a high level of achievement in a variety of industries." said Michael Gallagher, president and founder of the Stevie Awards. "We look forward to sharing many of these stories with people around the world over the coming months, through the Stevie Awards blog and social media channels, with the hope to inspire others to high achievement."

Barry Cooper, Chief Operating Officer, NICE

"We're very proud that NICE was selected to receive this Stevie Award. Being in the Customer Service industry, it is particularly satisfying to be recognized for providing exceptional Customer Service to our own customers. We built a vision for how we wanted to serve our customers and have diligently executed on that vision to get us where we are today. However, we fully

understand that the Customer Service bar continues to get higher and so we have embedded continuous improvement and learning to ensure that we continue to grow.”

Details about The International Business Awards and the lists of Stevie Award winners are available at www.StevieAwards.com/IBA.

About NICE

NICE (Nasdaq:NICE) is the worldwide leading provider of both cloud and on-premises enterprise software solutions that empower organizations to make smarter decisions based on advanced analytics of structured and unstructured data. NICE helps organizations of all sizes deliver better customer service, ensure compliance, combat fraud and safeguard citizens. Over 22,000 organizations in more than 150 countries, including over 80 of the Fortune 100 companies, are using NICE solutions. www.nice.com.

About the Stevie Awards

Stevie Awards are conferred in seven programs: the Asia-Pacific Stevie Awards, the German Stevie Awards, The American Business Awards, The International Business Awards, the Stevie Awards for Women in Business, the Stevie Awards for Great Employers and the Stevie Awards for Sales & Customer Service. Stevie Awards competitions receive more than 10,000 nominations each year from organizations in more than 60 nations. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about the Stevie Awards at www.StevieAwards.com.

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Forward-Looking Statements

This press release contains forward-looking statements as that term is defined in the Private Securities Litigation Reform Act of 1995. Such forward-looking statements, including the statements by Mr. Cooper, are based on the current beliefs, expectations and assumptions of the management of NICE Ltd. (the Company). In some cases, such forward-looking statements can be identified by terms such as believe, expect, may, will, intend, project, plan, estimate or similar words. Forward-looking statements are subject to a number of risks and uncertainties that could cause the actual results or performance of the Company to differ materially from those described herein, including but not limited to the impact of the global economic environment on the Company's customer base (particularly financial services firms) potentially impacting our business and financial condition; competition; 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; an inability to maintain certain marketing and distribution arrangements; and the effect of newly enacted or modified laws, regulation or standards on the Company and our products. 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, including the Company's Annual Report on Form 20-F. The forward-looking statements contained in this press release are made as of the date of this press release, and the Company undertakes no obligation to update or revise them, except as required by law.