

The 2009 NICE Customer Excellence Awards

NICE is proud to announce the introduction of the NICE Customer Excellence Awards program to celebrate and honor organizations using NICE products and services to drive creative, inventive approaches to managing their operations and optimizing business performance. With a diverse range of solutions, including workforce management, quality management, interaction recording, customer feedback, performance management and interaction analytics, our customers enjoy a unique opportunity to positively impact performance within the contact center and throughout the enterprise.

The NICE Customer Excellence Awards program

affords NICE and IEX customers the chance to showcase their implementations and receive recognition for the results they have achieved. Awards will be granted in four categories: operational effectiveness, customer satisfaction, revenue generation and technical innovation. This new program carries on the tradition established by the IEXcellence Awards program, launched in 2001, to recognize and honor customer achievement.

Using one or more of the NICE solutions in your business qualifies your organization to apply for the recognition your efforts and results deserve. Refer to additional details below about the application and judging process... and good luck!

Award Categories

- **Operational Effectiveness** - This category recognizes customers that have used NICE solutions or services to create improvements in their processes or operating performance that have resulted in cost reductions or productivity improvements.
- **Customer Satisfaction** - This category recognizes customers that use NICE solutions or services to drive improvements in customer insight, satisfaction and retention.
- **Revenue Generation** - This category recognizes customers who have realized improvements in sales performance using NICE solutions or services.
- **Technical Innovation** - This category recognizes customers who have developed innovative ways to use NICE solutions and integrate them with other systems to improve business processes or lower operating costs.



Award Application and Selection

Companies who are current NICE or IEX customers can apply for the NICE Customer Excellence Award in any of the award categories (or multiple categories) by completing an entry form and returning it - along with your company's high resolution corporate logo - to Nancy Zimmermann at nzimm@nice.com via email. The entry form must be received by March 1, 2009. Application information should be specific, including quantifiable data, to allow the entry to be fully evaluated.

A panel comprised of independent industry experts and NICE personnel will select award recipients. Nathan Stearns, Vice President of IEX Business Solutions Group and Yoel Goldenberg, Vice President of Contact Center and Business Solutions will co-chair the panel. By submitting an application, recipients must agree to (a) make a presentation during the 2009 NICE User Conference (at a general session or a breakout session), (b) allow NICE to publish a case study highlighting their achievements and (c) allow their name to be used in a press release announcing the award results. The award recipients will be notified by March 31, 2009 and will be publicly announced at the NICE User Conference, April 20-23, 2009 in Dallas.

Awards

All applicants will receive one complimentary pass to the 2009 NICE User Conference (in addition to the number of passes provided under the annual maintenance agreement). Conference attendees using a complimentary pass are responsible for travel, lodging and other expenses while attending the conference.

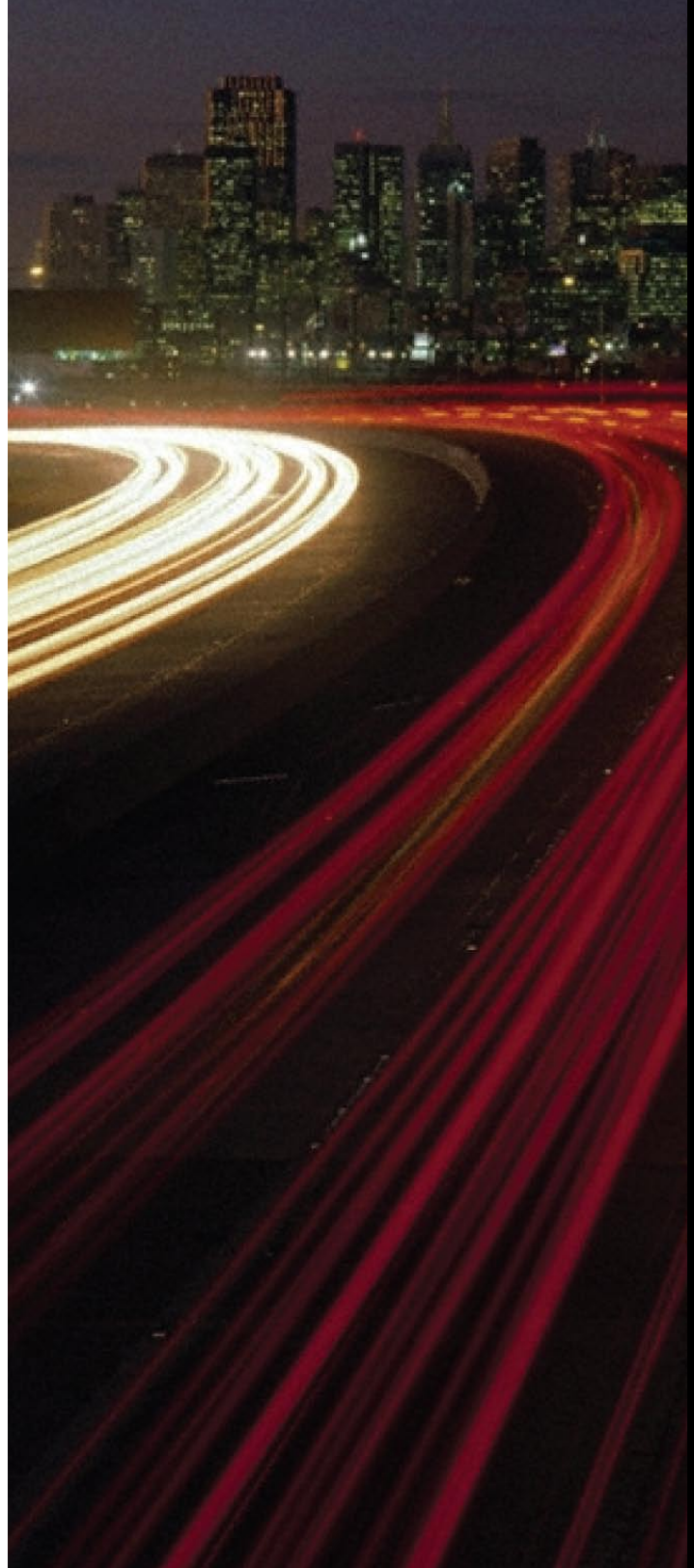
If selected as an award recipient, the winner will receive the following:

- A NICE executive will travel to their facility during 2009 to celebrate the award with an informal catered luncheon of up to 25 employees. The winners will be presented with a banner and t-shirts.
- A free three-night hotel room lodging certificate at the Hyatt Regency Dallas to be redeemed during the 2009 NICE User Conference.
- An engraved plaque to honor the winner's achievements.
- A 10 percent discount off an advanced feature order placed between May 1 and Sept. 25, 2009 (valued at up to \$20,000).
- A one-day Wellness Visit (travel included)

All awards must be redeemed during the 2009 calendar year.

For more information

For more information, please contact Nancy Zimmermann, Marketing Communications Manager for NICE Systems, at **972.301.4847** or nzimm@nice.com.



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