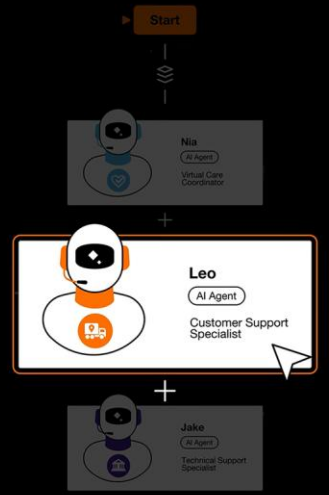
Cognigy

NiCE

Building the AI-powered customer experience, together

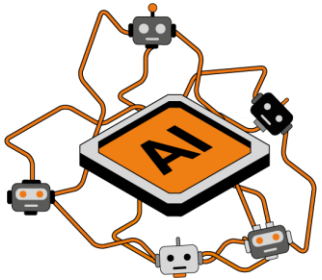
orange™ Business

With **Cognigy**, **design**, **deploy** and **manage** conversational AI agents.



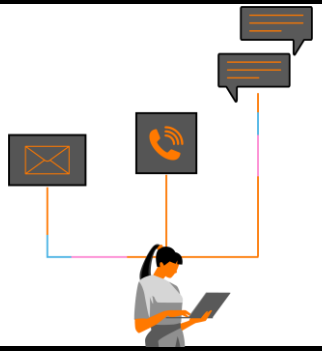
Why conversational AI needs structure: Four market realities

1. BOT Sprawl



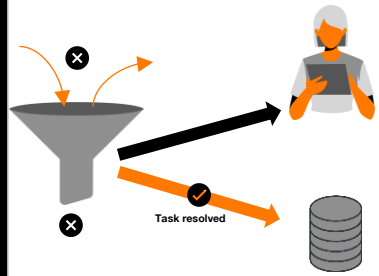
- Enterprises keep adding **automations without a shared foundation**.
- Each one works in isolation, costs accumulate quietly, and nobody has a **clear picture of overall performance**.

2. Channel fragmentation



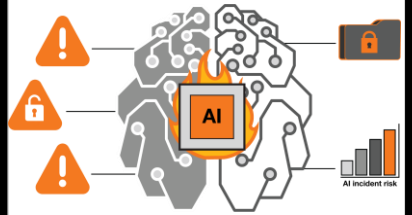
- Nearly **90% of customers expect consistency** whether they call, chat or message.
- When automation is confined to a single channel, every switch becomes a fresh start for the customer and the agent.

3. Deflection is not resolution



- A contained interaction is not necessarily a resolved one. If the customer calls back an hour later, trust has already eroded.
- Meaningful self-service **completes tasks inside enterprise systems**, not just surfaces information.

4. Gen AI is not production-ready



- 51% of organisations experienced at least one AI-related incident last year: **inaccuracy, compliance breach or data exposure** (McKinsey, 2025).
- Operational CX needs **generative power** paired with **deterministic control**.

A partnership the analysts already trust

Gartner

23 years running as a Leader in the Gartner Magic Quadrant for Global Network Services.



2025 Gartner® Magic Quadrant™ Leader for Enterprise Conversational AI Platforms.

Gartner

ISG

Business + NiCE Cognigy

IDC

FORRESTER®

Leader in the Forrester Wave™ for Conversational AI Platforms (Customer Service, Q2 2026) — highest combined score and top Strategy ranking.

GlobalData.

A Gartner® Magic Quadrant™ Leader, and named by GlobalData a Leader in collaboration and customer-relationship solutions.

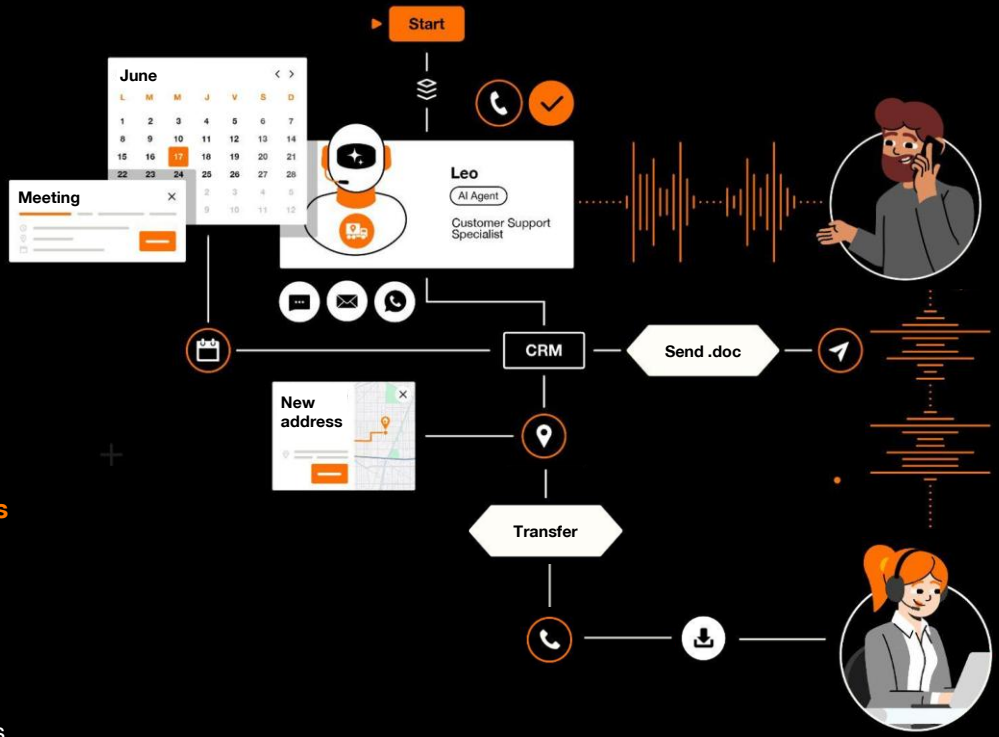
Gartner Peer Insights™

The only vendor named a Customers' Choice in the 2025 Gartner® Voice of the Customer for Conversational AI Platforms.

Design and operate AI Agents at enterprise scale

1. Centralized design and governance

- Intents, dialogue logic, business rules and AI behavior live in one environment. The platform even surfaces which interactions to automate first.



2. Language understanding beyond keywords

- The AI Agent handles natural phrasing, asks for clarification, and confirms its understanding before acting. Reasoning safeguards keep it predictable.

3. Task execution across enterprise systems

- Conversations call APIs, workflows and back-office services to complete real operations (e.g. order changes, case updates, payments) not just answers.

4. Structured handover to human agents

- When automation reaches its limit, the agent passes a full brief: qualified request, collected data, actions already taken. No cold start for the advisor.

IVR or pure LLM alone fall short. The composite approach wins.

PURE IVR APPROACH

Rigid menu trees. The customer bends to the system, not the other way around.

«Press 1 for Billing, 2 for Claims...»

«Two»...

«Please wait for the next available agent.»

«We are currently experiencing longer waiting times.»

Frustrating experience
Dead-ends, repetition and long waits. High cost per call, low resolution, frustrated customers.

Best of IVR

NiCE COGNIGY COMPOSITE APPROACH

The best of both: deterministic control where it matters, generative flexibility where it helps.

«Welcome back Alice! Are you reaching out about your claim?»

«Yes, I am!»

«Great. Let me look into that right away»

«Thank you so much.»

Deterministic guardrails keep every interaction compliant and on-script.

CRM
Knowledge base
Outlook

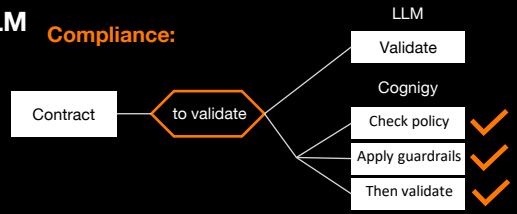
Super Agent

Best of LLM

PURE LLM APPROACH

Fluent, but unpredictable: no built-in guarantee of accuracy, compliance or continuity.

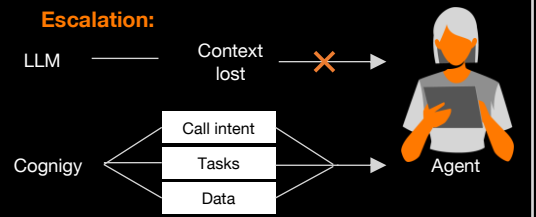
Compliance:



Execution:
Actions fire without validation, the model can commit to things it shouldn't.

Hallucination:
Plausible answers with no source of truth, a compliance and trust risk.

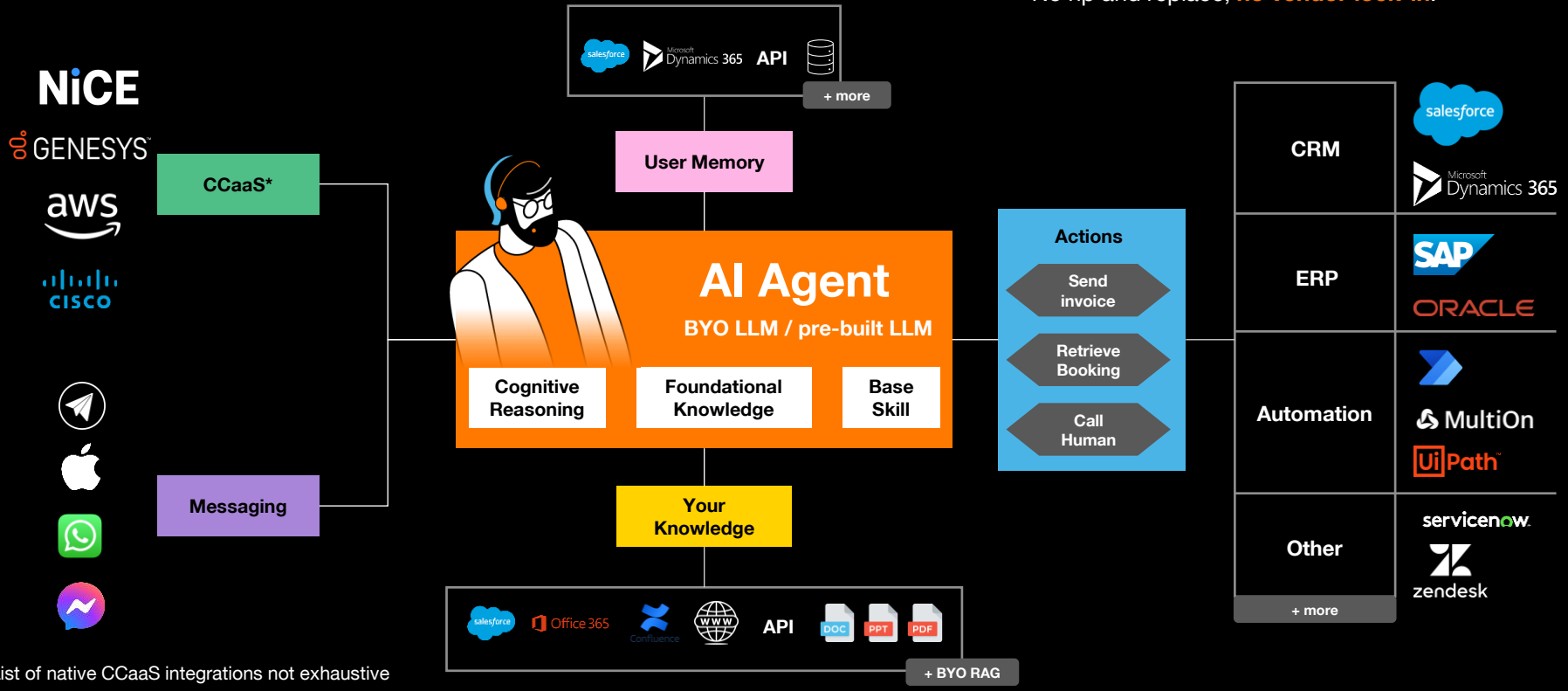
Escalation:



One AI Agent, orchestrating every layer

From first contact to resolution, one continuous flow

> AI Agents are designed to work **seamlessly** with your existing **contact center and enterprise systems** on-premises or in the cloud.
> No rip and replace, **no vendor lock-in**.



*List of native CCaaS integrations not exhaustive

Three ways to engage and where Cognigy goes further

Across every channel and industry, the easy turns are a solved problem. Cognigy is built for the complex, multi-step cases a standard virtual agent hands off to a human.

Voice AI Agent
Live Phone

A **multi-step transactional request**, at peak volume, in the caller's own language.

Standard Virtual Agent
Captures the intent, then queues the caller for a human. The transaction itself stays manual.

COGNIGY
Carries the request through to completion in the back-office systems and **holds quality across thousands of simultaneous calls.**

Agentic multi-step execution + elasticity under crisis load

Digital AI Agent
Chat & Messaging

A request that **leaves the script**: identity to verify, a decision that needs context.

Standard Virtual Agent
Follows a fixed decision tree. Anything off-path dead-ends or escalates to a live agent.

COGNIGY
Pushes a **visual interface into the conversation** photo capture, ID check, live tracking, then returns to dialogue. Same agent across voice, chat and messaging.

Multimodal xApps + true omnichannel continuity, on agent everywhere

Cognigy Agent Copilot
Any vertical Human Handover

A case is too sensitive for automation and reaches a human. The advisor needs the **full picture, instantly** not a cold transfer.

Standard Virtual Agent
A different product, with its own knowledge base and logic to build, integrate and maintain in parallel.

COGNIGY
The advisor inherits the **same brain** the very flows, knowledge AI and integrations that power the AI Agents.
Build once, serve customer and advisor.

One automation layer for self-service and agent assist no second build

Build & Run it:
One environment

AI Agent Studio
Low-code design and real-time collaboration. Business teams build and iterate without developers.

Simulator
Test against hundreds of synthetic conversations before go-live. Know how it behaves before customer do.

AI Ops Center
Live metrics, drill-down and proactive alerting, issues surface before they escalate.

Use Cases

Three industries, three approaches, measurable outcomes



Click here to see

Automotive
Proactive service orchestration

The AI Agent is connected to vehicle on-board systems.

25+ AI Agents
98% satisfaction
95% booked via AI

When a diagnostic alert triggers, the AI Agent calls the owner, explains the issue in plain language, books a service appointment, and sends the technical data to the dealership in advance.



Click here to see

Aviation
Resilient multilingual self-service at scale

During a major operational disruption, AI Agents absorb the demand spike across voice and digital, in multiple languages at once.

16M conversations / year
80% automation rate
16+ AI Agents

They handle rebookings, propose alternatives, process refunds and provide live travel updates maintaining consistent service quality while human teams focus on exception handling.



Click here to see

Retail
Conversational identity and intelligent routing

A customer calls about a return.

70%+ ID verifications
50%+ Where Is My Order automated
30 sec saved / call

Instead of navigating an IVR menu, the AI Agent verifies identity through natural dialogue, retrieves order details from the CRM in real time, processes the return label autonomously, routing only complex cases to a human agent.

Orange Business is your partner for a tailored and successful transformation of your contact center

1 Use-case design rooted in your operations

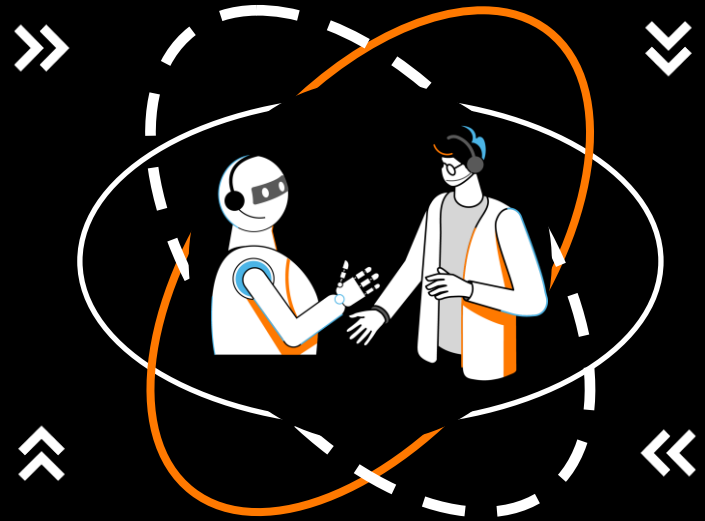
We start from your actual call drivers, process maps and system landscape, not from a demo scenario. The outcome is a set of AI Agents tailored to your business logic, regulatory context and customer expectations.

- **Rooted in your operations**
- **Tailored to your business**
- **Customer-centric**

4 End to end Services

Top-tier, tailored support and training all at your fingertips to empower your team.

- **Follow the sun support**
- **A la carte services**
- **Trainings**



2 Deep integration into your existing stack

CRM, ITSM, telephony, unified communications connected and coherent from day one. Orange Business ensures every component works as part of the same architecture, not as a bolt-on.

- **CRM, ITSM & telephony**
- **Coherent architecture from day one**
- **No bolt-on, fully integrated**

3 Security and scalability

Your data is fully encrypted and always stays yours. Our secure SaaS infrastructure ensures reliability at every level. Cognigy seamlessly handles tens of thousands of concurrent sessions.

- **Zero compromise**
- **Always available**
- **Enterprise-ready**

Consulting & integration delivered by over **2,000** AI experts & data scientists

An expertise implemented across **200 000 agents** worldwide

Team with over **1000 certifications** in leading market solutions

Don’t wait any longer: Start with one use case. Prove the value. Scale from there.

How can you reach out to Orange Business?

- To go further, scan the QR code below to get in touch with our team.
- You will be contacted by a **sales representative**, who will help you identify your highest-impact automation opportunities and match them to your business context.
- They will hold an initial meeting to understand your environment and propose a tailored discovery session focused on your priority use cases.



Click here to watch the video

See Cognigy in action!

NiCE orange Business