



YOUR CONTACT CENTRE PARTNER REALITY CHECK.



NiCE
UK&I AI Partner
of the Year 2025

How to stop seeing red
(and get the most from your NiCE tech instead).

**SO, YOU SPENT TONNES
OF MONEY ON SUPER
SEXY, WORLD-CLASS NiCE
TECH, BUT YOUR CONTACT
CENTRE IS STILL LESS
WORLD-CLASS AND MORE...
PAIN-IN-THE-ARSE?**

No wonder you're angry.

This guide is for anyone that feels like they have all the gear, and no idea. For those experiencing the anticlimax of their NiCE contact centre not delivering the goods.

Spoiler alert: it's probably not you or your tech.

In this guide we'll be sharing our (very serious) tips and tricks on how a top-notch partner can help you get the most out of your NiCE stack and find your contact centre zen.





Chapter 1

JACK-OF-ALL RAGE

WHY SO ANGRY?

Ah, a thing of beauty. You finally took the plunge and invested in world-leading NiCE contact centre technology. Now there's nothing holding you back from wowing your customers!

But your NiCE partner doesn't seem to share your enthusiasm - in fact they don't seem to have much of a clue about contact centres at all. It begins to feel less like a partnership and more like you're just another product on their shelf, wedged uncomfortably between laptops and the firewalls that always seem to be on sale.

SOLVE IT WITH A MAKEOVER

Congratulations, you're the lucky winner of an all-expenses-paid Partner Makeover! In just 24-hours, your partner will be transformed from generalist reseller (boo), to contact centre expert (woo). They'll be serenading you with their understanding of agent burnout, AI adoption, service levels and reporting gaps. Nice.

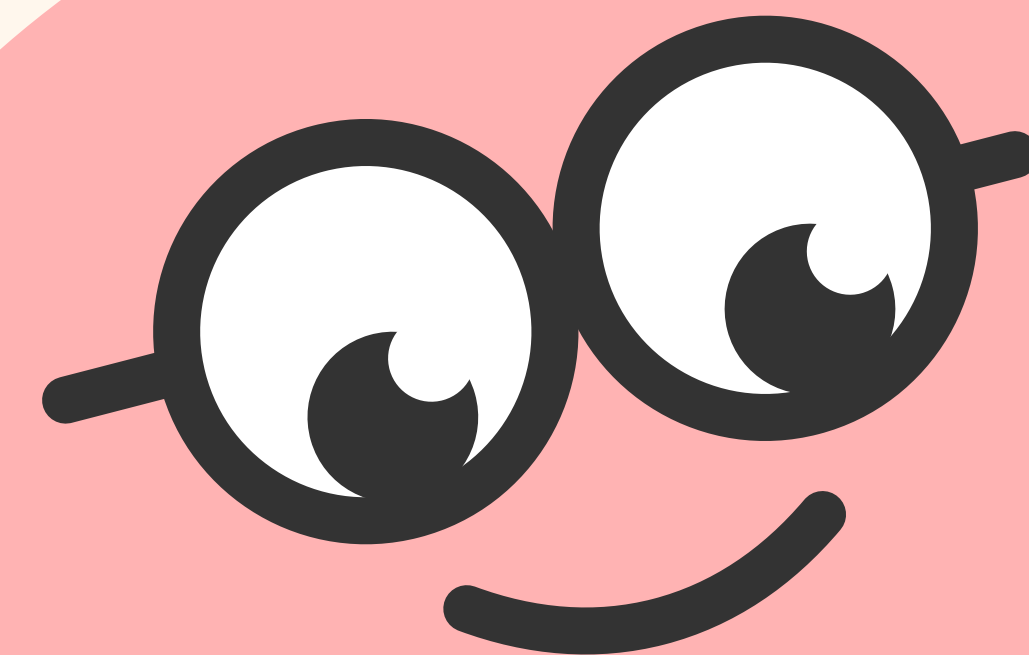
Oh, they're still trying to chat you up with their latest cloud packages? Eesh, looks like you've got a stubborn generalist on your hands there.

OR...

CHOOSE THE CIRRUS X NiCE WAY

You don't need to win any dodgy competitions to get the most out of your NiCE tech, you just need a partner who lives and breathes contact centres. Like us. Contact centres aren't just a notch in our catalogue, they're all we do, and all we have done for over 15 years.

We fully understand your pressure points and that your contact centre is an ever-changing beast. Customers expect updates before they ask. Agents' jobs keep changing. AI opens up new options. Which is why we help adapt your technology around what you need next, so NiCE doesn't just work now, but keeps working for you.



LET'S PARTNER UP

A woman in a dark business suit is riding a silver bicycle on a steep, snow-covered mountain slope. She has a concerned or determined expression on her face. The background features jagged, snow-capped mountain peaks under a clear blue sky. The overall tone is one of challenge and ambition.

Chapter 2

NOW WHAT NERVES

WHY SO ANGRY?

Your NiCE contact centre is up and running, it's ticking along, it's doing a good job. But now what? Good is so... boring. You can't help but to think that your contact centre, and your NiCE tech, were destined for greater things.

But your NiCE partner doesn't want to chat about your hopes and dreams. In fact, they only seem to be interested in fixing things when you tell them they're broken! It's all beginning to feel a little one-sided, and you've recently been wondering if your tech can keep up with your big plans...

SOLVE IT WITH A PT SESH

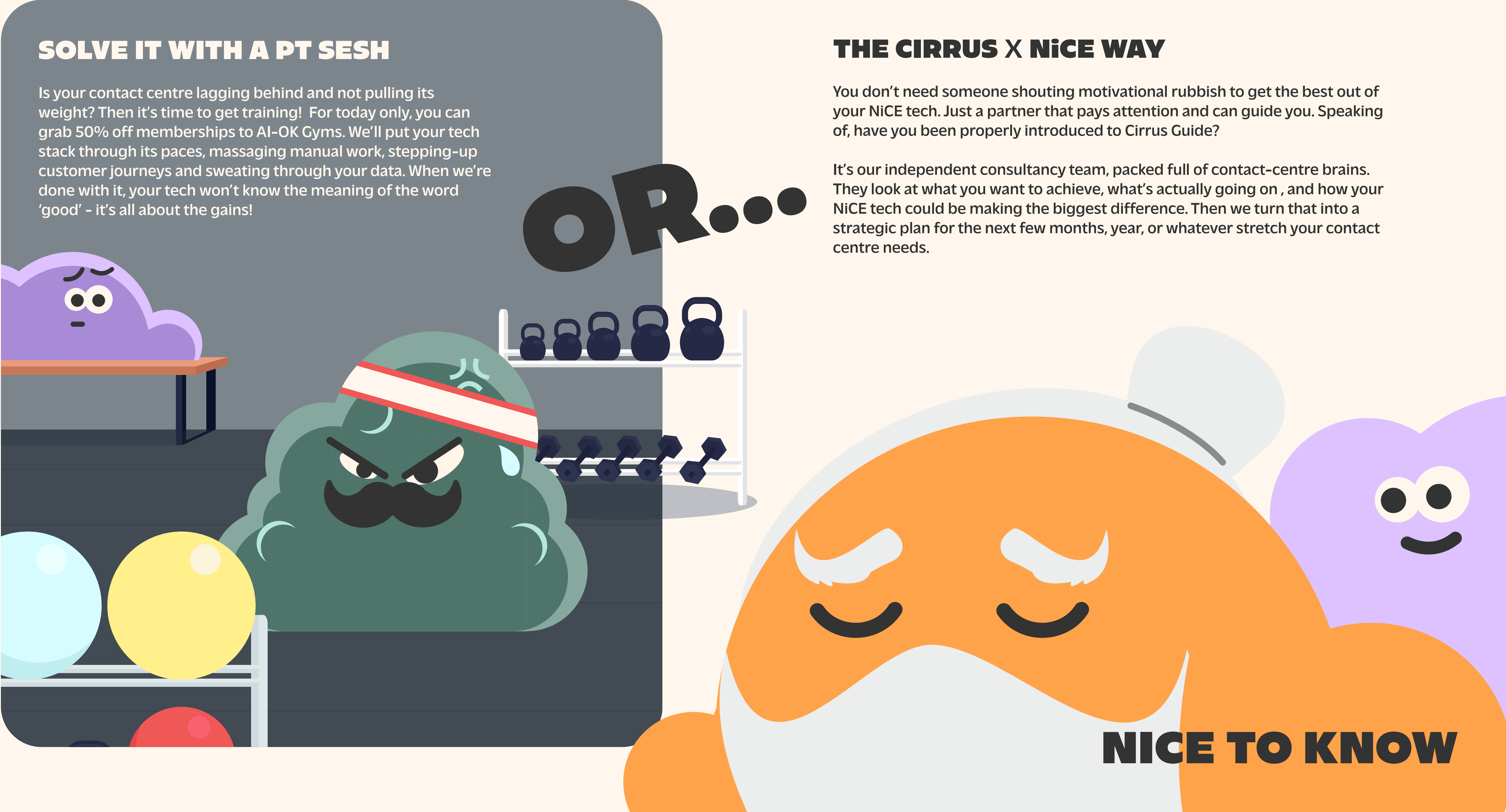
Is your contact centre lagging behind and not pulling its weight? Then it's time to get training! For today only, you can grab 50% off memberships to AI-OK Gyms. We'll put your tech stack through its paces, massaging manual work, stepping-up customer journeys and sweating through your data. When we're done with it, your tech won't know the meaning of the word 'good' - it's all about the gains!

OR...

THE CIRRUS X NiCE WAY

You don't need someone shouting motivational rubbish to get the best out of your NiCE tech. Just a partner that pays attention and can guide you. Speaking of, have you been properly introduced to Cirrus Guide?

It's our independent consultancy team, packed full of contact-centre brains. They look at what you want to achieve, what's actually going on, and how your NiCE tech could be making the biggest difference. Then we turn that into a strategic plan for the next few months, year, or whatever stretch your contact centre needs.

An illustration of a gym scene. On the left, a grumpy green cloud character with a mustache and a red-and-white headband is on a treadmill. In the background, a purple cloud character looks on from a bench. Gym equipment like kettlebells and dumbbells are on shelves. On the right, a large, happy orange cloud character with a white beard and a grey cap is shown. A smaller purple cloud character is also visible.

NICE TO KNOW



Chapter 3

YES-MAN MADNESS

WHY SO ANGRY?

Isn't your NiCE partner the best? They're super responsive and never challenge your requests (which is a good thing... right?). In fact, you don't remember them ever saying no. That new feature? Consider it yours! You want AI? Take all of the AI!

So now you have all this new 'capability' but if you're honest with yourself, things are still a bit of a mess. AI handovers are still full of holes, agents are still suspicious of prompts, and reporting still lacks direction.

SOLVE IT WITH A LITTLE VOICE

Having trouble with the word 'no'? We have just the trick. Buy our latest product, 'Devil's Advocate On Your Shoulder' (just £666 today), and you'll receive a tiny little person that mutters directly into your right ear, explaining why every idea is a terrible one. You'll never say yes again!

This is great, you haven't requested a new feature in weeks! Although people have started to wonder why you keep randomly shouting "will you just shut up for one minute?" at the strangest moments. Must be the stress.

THE CIRRUS X NiCE WAY

Relax those shoulders, at Cirrus we have a healthy relationship with the word 'no.' We're all about doing the right thing, not everything. Because the beauty (and challenge) of NiCE is there's so much you can do with it, that it can be hard to know what the right thing is.

That's what we're here for. If you ask for something, we ask what it needs to achieve. We're not awkward for the fun of it – we just don't think 'yes' is helpful if it's sending you down the wrong garden path.

OR...



SAY YES TO NO

Chapter 4

NiCE PARTNER PANICS

BREAK GLASS
IN CASE OF
INCOMPETENCE



WHY SO ANGRY?

Your contact centre has been really popping since you upgraded to NiCE! In fact, you're so happy, you get in touch with your NiCE partner to pick their brains on whether the newly released AI capability might make things even better. "We can definitely check that out for you..." they say nonchalantly.

Ah, the doubts are kicking in. Do they know NiCE inside out? Do they get the latest intel on improvements and releases? Do they even care if you're successful, or just if you're paying your bills?

SOLVE IT WITH A BADGE

If you're worried about being left out of the club, then fear not, we have just the crew for you! Join the Nearly NiCE Club; a group of like-minded individuals who know a lot (but not everything) about world-leading NiCE tech. You'll receive immediate access to our (sometimes) fortnightly newsletter packed full of the (almost) latest news from NiCE. Sign-up today!

WELCOME
NEW MEMBER!



OR...

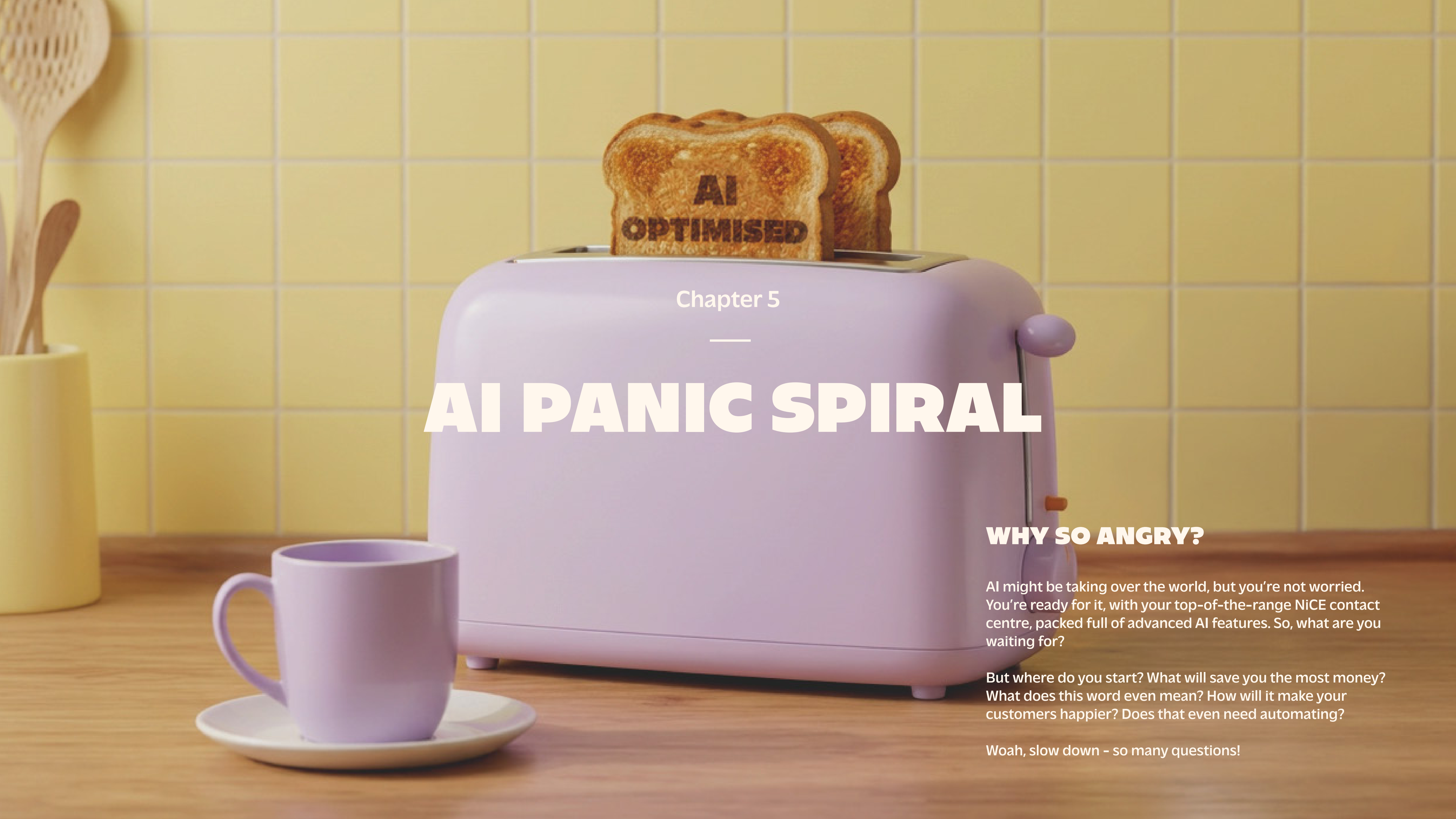
THE CIRRUS X NiCE WAY

Forget nearly NiCE. You need a partner with real contact centre expertise and the NiCE know-how to help you get the outcomes you need.

We've spent years working closely with NiCE across consultancy, implementation, improvement and ongoing customer outcomes. In fact, we're so aligned with NiCE we've been awarded Platinum Partner status, awarded only to the best of the best!



JOIN THE CLUB



Chapter 5

AI PANIC SPIRAL

WHY SO ANGRY?

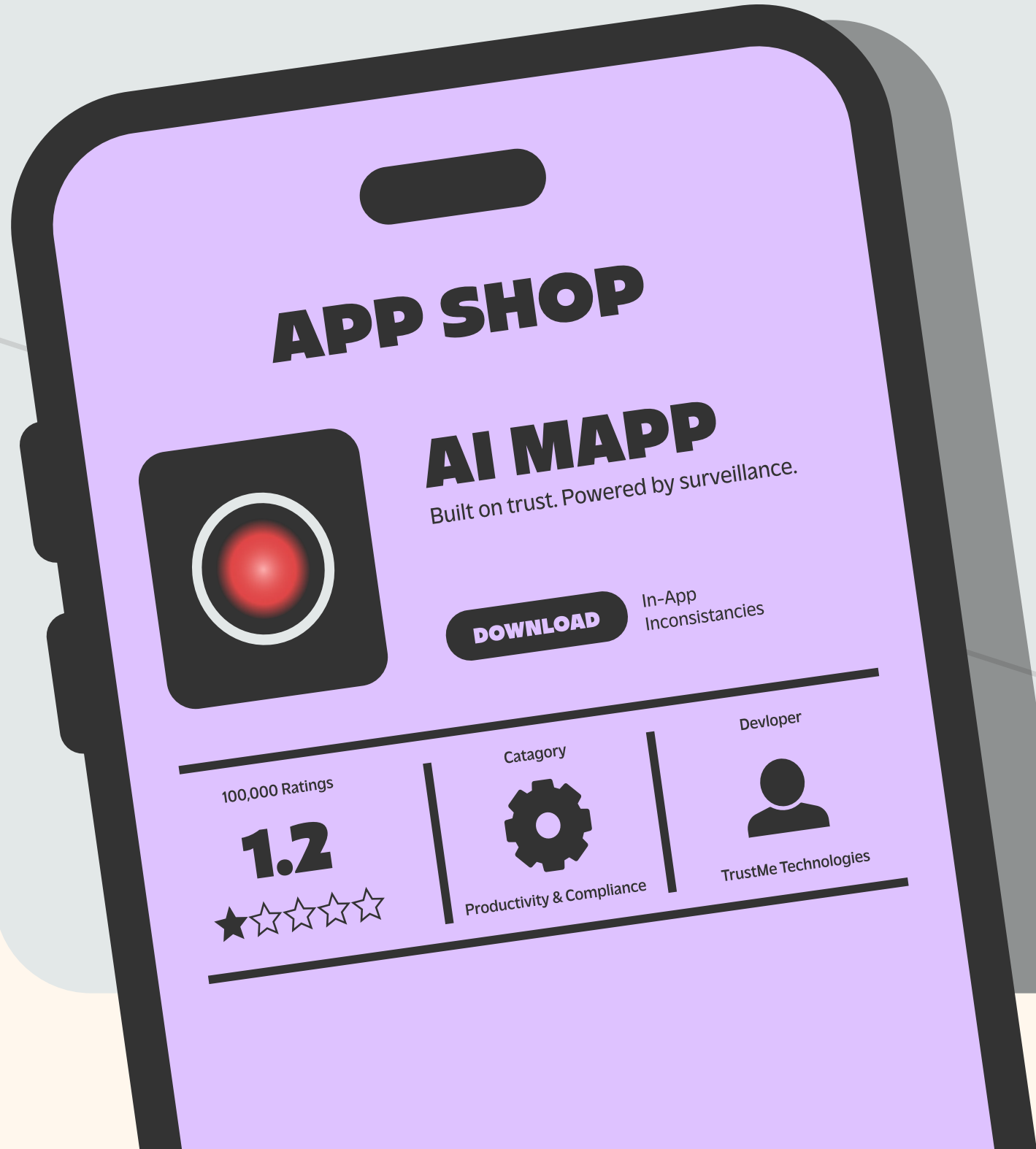
AI might be taking over the world, but you're not worried. You're ready for it, with your top-of-the-range NICE contact centre, packed full of advanced AI features. So, what are you waiting for?

But where do you start? What will save you the most money? What does this word even mean? How will it make your customers happier? Does that even need automating?

Woah, slow down - so many questions!

SOLVE IT WITH DIRECTIONS

Luckily for you, there's a map for that! Our brand-new app, AI Mapp, will point you in the right direction. Simply download it, sign-up using a suspicious amount of business information (remember to let the app track you everywhere) and input all your AI questions, worries and woes. After 0.3-seconds, AI Mapp will give you a foolproof, step-by-step guide to how AI can take over your business. Phew!

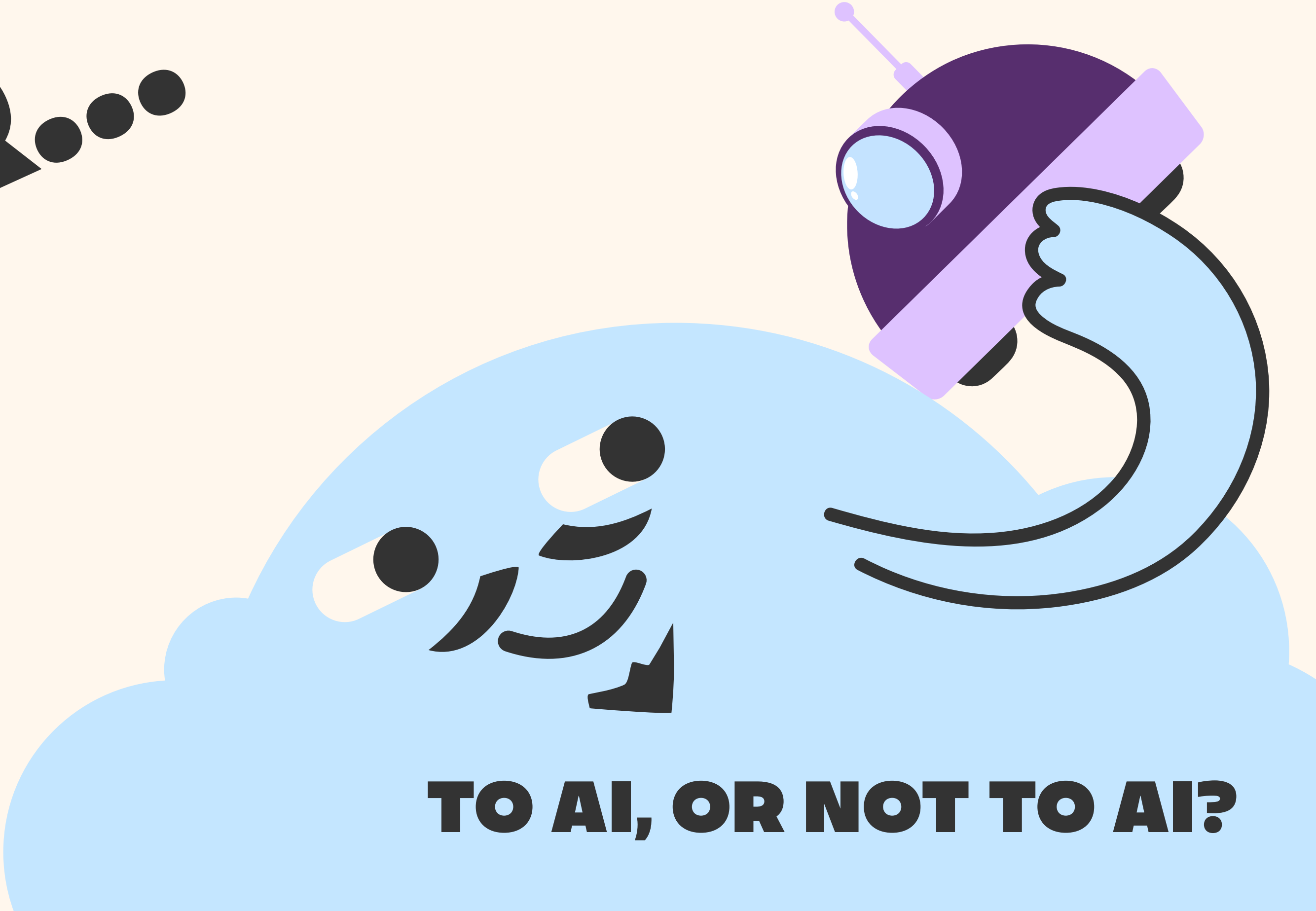


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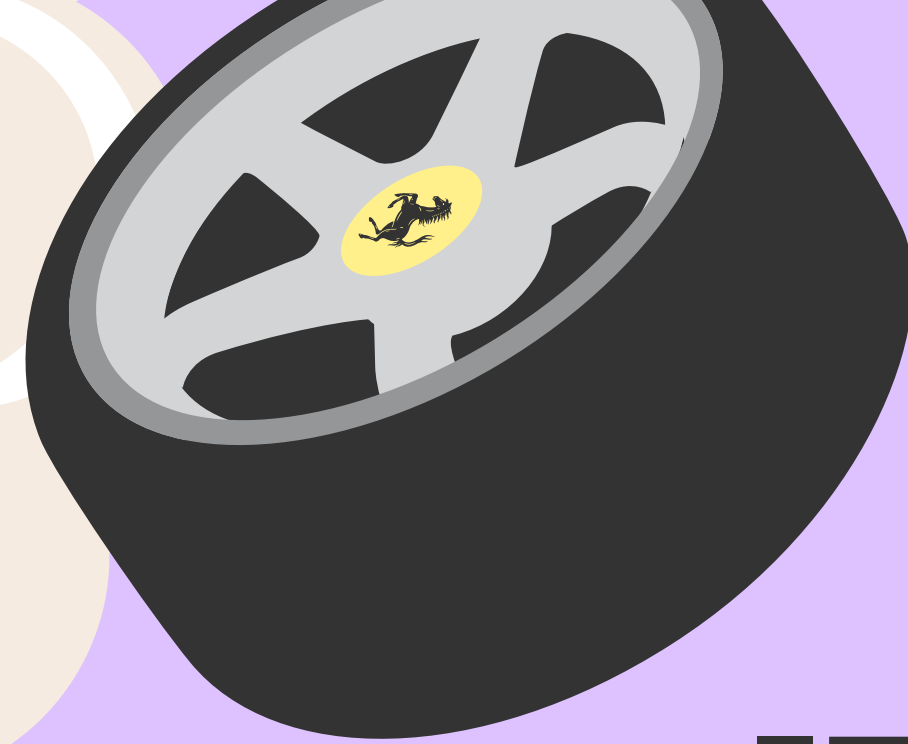
THE CIRRUS X NICE WAY

There's no dodgy Mapps over here, or AI for the sake of AI. Cirrus can help you identify how (and if!) AI fits into your business, with 18-month roadmaps to guide you through rolling it out, starting with the quick wins.

Still nervous? We were voted UK&I AI Partner of the Year for AI adoption and automation, so you're in safe hands!



TO AI, OR NOT TO AI?



IT'S NOT YOU...

If you've been feeling a bit 'meh' about your NiCE contact centre lately, chances are you're frustrated with your partner, not your tech.

After all, a rubbish driver that owns a Ferrari, is still a rubbish driver.

If you think your NiCE stack could be doing more, we'd be happy to look under the hood. Let's see what you're doing now, what you're trying to achieve and where NiCE could be working harder for you.

And if Cirrus can't help, we'll let you know.
But we reckon we can.

BOOK YOUR PARTNER REALITY CHECK



x



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