

AmplifAI Product **Features**

Your AI Platform for Performance and CX Management

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AmplifAI enables 10,000+ CX teams to unify contact center data, drive agent performance, improve leader efficiency and business outcomes—all in one place. Powering the best in CX with AI-driven insights and systematic performance improvement.

Key Features

- Unified contact center data from 150+ systems
- Auto QA and conversational intelligence across 100% of interactions
- AI-driven performance insights and next best actions
- Role-specific dashboards for agents, supervisors, and leaders

Benefits

- ✓ Enables data-driven decisions with complete visibility
- ✓ Automates quality management and scales high-performer behaviors
- ✓ Reduces manual QA work by 75% with conversational intelligence
- ✓ Drives measurable business outcomes and CX improvements

**Issue**
Jesse is struggling with Quality because of poor personalization

**AI Reasoning**
Directors have prioritized Quality scores heavily this week.



Sam Lopez
Team Leader 2 years


Daily gameplan

All tasks

Name	Action	Metric	Sub-metric	Behavior
 Jessie Merrill Agent	Coach	Quality	Voice	Personalization
				
				

 [Overview Video](#)

Data Integration



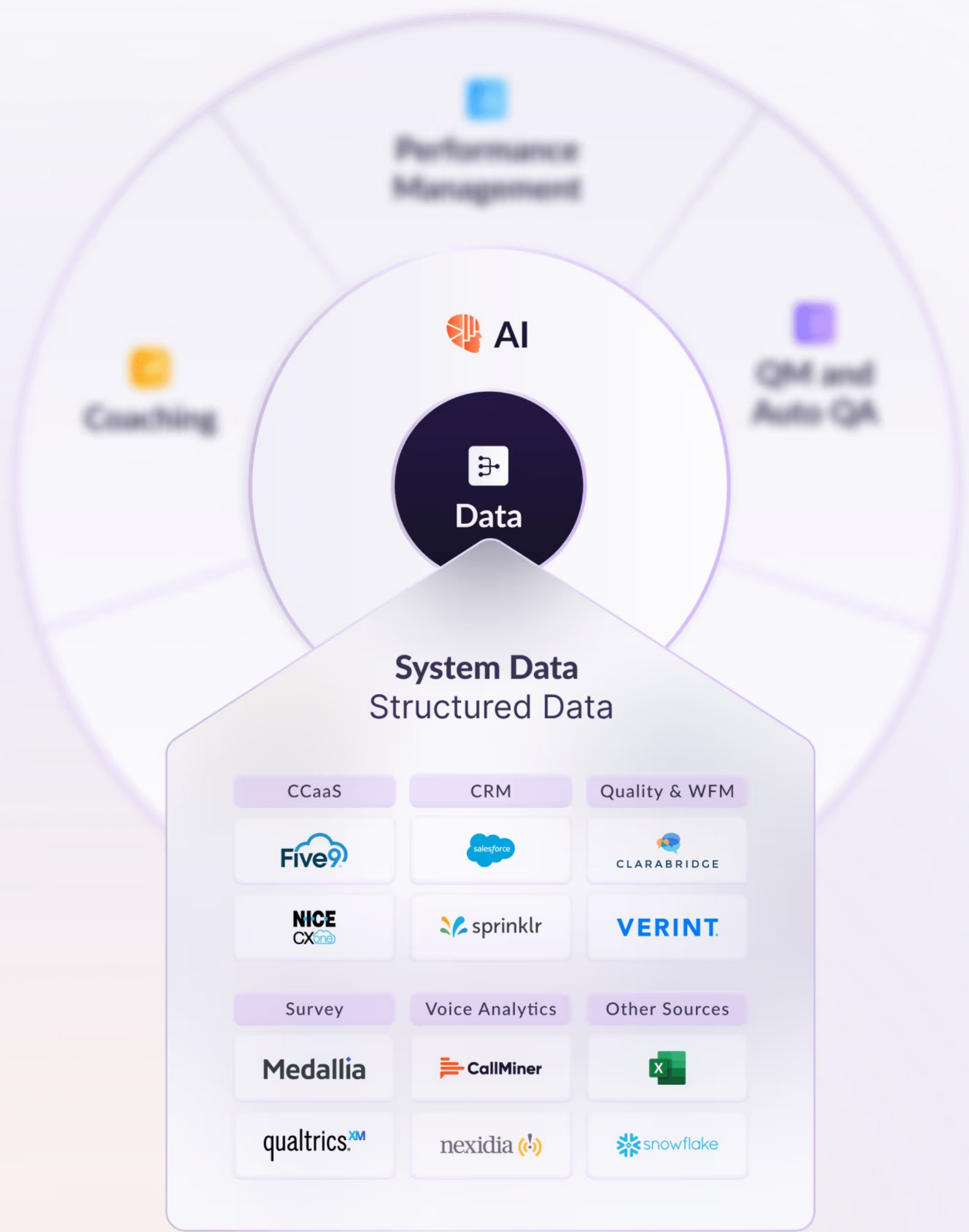
AmplifAI unifies your CX data, eliminating silos and making it usable from day one. No source is left behind—so your AI can power the right actions across internal teams, BPO partners, and moments that matter.

Key Features

- Connects to 150+ systems across QA, WFM, CRM, CCaaS, chat, voice, surveys
- Agnostic data integration supporting cloud APIs, on-premise systems, and homegrown apps
- Organization and roster sync with complete organizational hierarchy mapping
- Metric and behaviors sync creating unified framework for standardized reporting

Benefits

- ✓ Eliminates data silos across disconnected systems
- ✓ Enables real-time, actionable insights from unified data
- ✓ Supports both structured and unstructured data processing
- ✓ Maintains living data environment that stays aligned over time



Contact Center AI



Scale success by replicating high-performer actions with AI. The comprehensive AI platform that powers intelligent automation, coaching, and performance optimization across your entire contact center.

Key Features

- AI-driven action recommendations based on top performer analysis
- Automated quality management powered by 100% of your data
- Real-time coaching and performance insights
- Scalable AI implementation supporting hundreds to tens of thousands of users

Benefits

- ✓ Replicates high-performer behaviors across entire organization
- ✓ Provides consistent, data-driven coaching recommendations
- ✓ Scales AI capabilities without compromising performance
- ✓ Enables continuous learning and improvement from every interaction



Call Center Performance Management



AI-powered performance management software that provides real-time performance views tailored to every role's needs, enabling data-driven decisions and continuous improvement.

Key Features

- Real-time performance dashboards with role-specific views
- Peer comparisons and percentile ranking across agents and teams
- High performer personas that learn from top performers
- Flexible scorecards with adjustable weights based on business goals

Benefits

- ✓ Identifies top performers and coaching opportunities instantly
- ✓ Enables proactive intervention with intraday performance tracking
- ✓ Provides historical trends and insights for strategic planning
- ✓ Supports task management and custom performance-related assignments



Coaching and Training



Empower teams with role-specific, AI-enhanced coaching that drives measurable improvements. Transform every conversation into actionable coaching opportunities.

Key Features

- AI-enabled coaching with role-specific next best actions
- Coaching insights based on conversation analysis
- Automated coaching workflows and follow-up systems
- Performance-based coaching that adapts to individual needs

Benefits

- ✓ Delivers personalized coaching at scale
- ✓ Reduces coaching preparation time for managers
- ✓ Improves agent performance through targeted interventions
- ✓ Provides measurable coaching outcomes and ROI tracking



Auto QA and Automated Quality Management



Automated QA and Quality Management powered by 100% of your data. Transform quality assurance from manual, sample-based reviews to comprehensive, AI-driven quality management.

Key Features

- Automated quality scoring across all customer interactions
- Flexible scorecard management with customizable evaluation criteria
- Real-time quality monitoring and compliance tracking
- AI-driven quality insights and improvement recommendations

Benefits

- ✓ Eliminates manual QA review processes and reduces time by 75%
- ✓ Provides comprehensive quality coverage across all interactions
- ✓ Ensures consistent quality standards and compliance
- ✓ Enables proactive quality management and continuous improvement



Contact Center CX Intelligence



Turn every conversation into rich, AI-driven insights. Transform customer interactions into actionable intelligence that drives strategic decisions and improves customer experience.

Key Features

- AI-powered customer insights from conversation analysis
- Real-time sentiment and intent analysis across all channels
- Customer journey mapping and experience optimization
- Predictive analytics for customer behavior and satisfaction

Benefits

- ✓ Provides deep understanding of customer needs and preferences
- ✓ Enables proactive customer experience improvements
- ✓ Identifies trends and patterns in customer interactions
- ✓ Supports data-driven customer experience strategy



Gamification & Recognition



Boost engagement with AI-powered rewards and gamification. Create a culture of recognition and achievement that motivates teams and drives performance excellence.

Key Features

- AI-powered gamification with personalized challenges and rewards
- Data-driven recognition and achievement alerts
- Customizable reward systems and incentive programs
- Team-based competitions and individual performance goals

Benefits

- ✓ Increases agent engagement and job satisfaction
- ✓ Creates healthy competition and team collaboration
- ✓ Recognizes and rewards high performers automatically
- ✓ Improves retention and reduces turnover rates



Agent Dashboard & Self-Service Analytics



Empower front-line agents with instant access to their performance data and personalized insights. No more waiting for leadership reports—agents can see their scores, track progress, and take ownership of their development in real-time.

Key Features

- Real-time performance scores and trend analysis
- Personalized coaching recommendations and next best actions
- Goal tracking and achievement milestones
- Peer comparison and performance benchmarking

Benefits

- ✓ Increases agent engagement and self-directed improvement
- ✓ Reduces manager workload by enabling self-service analytics
- ✓ Accelerates agent development and skill building
- ✓ Creates data-driven culture of continuous improvement



Team Leader & Supervisor Dashboard



Comprehensive power-user dashboard that consolidates all team metrics and intelligence in one place. Get instant visibility into team performance with AI-powered next best actions that guide the most impactful coaching, recognition, and improvement strategies.

Key Features

- Unified team performance metrics and real-time dashboards
- AI-driven next best actions for coaching and recognition
- Conversational intelligence insights woven into actionable recommendations
- Team comparison analytics and performance trend analysis

Benefits

- ✓ Saves significant time with consolidated, actionable insights
- ✓ Enables data-driven coaching decisions and team management
- ✓ Identifies high-impact opportunities for team improvement
- ✓ Streamlines supervisor workflow with intelligent automation



CX Surveys & Customer Insights



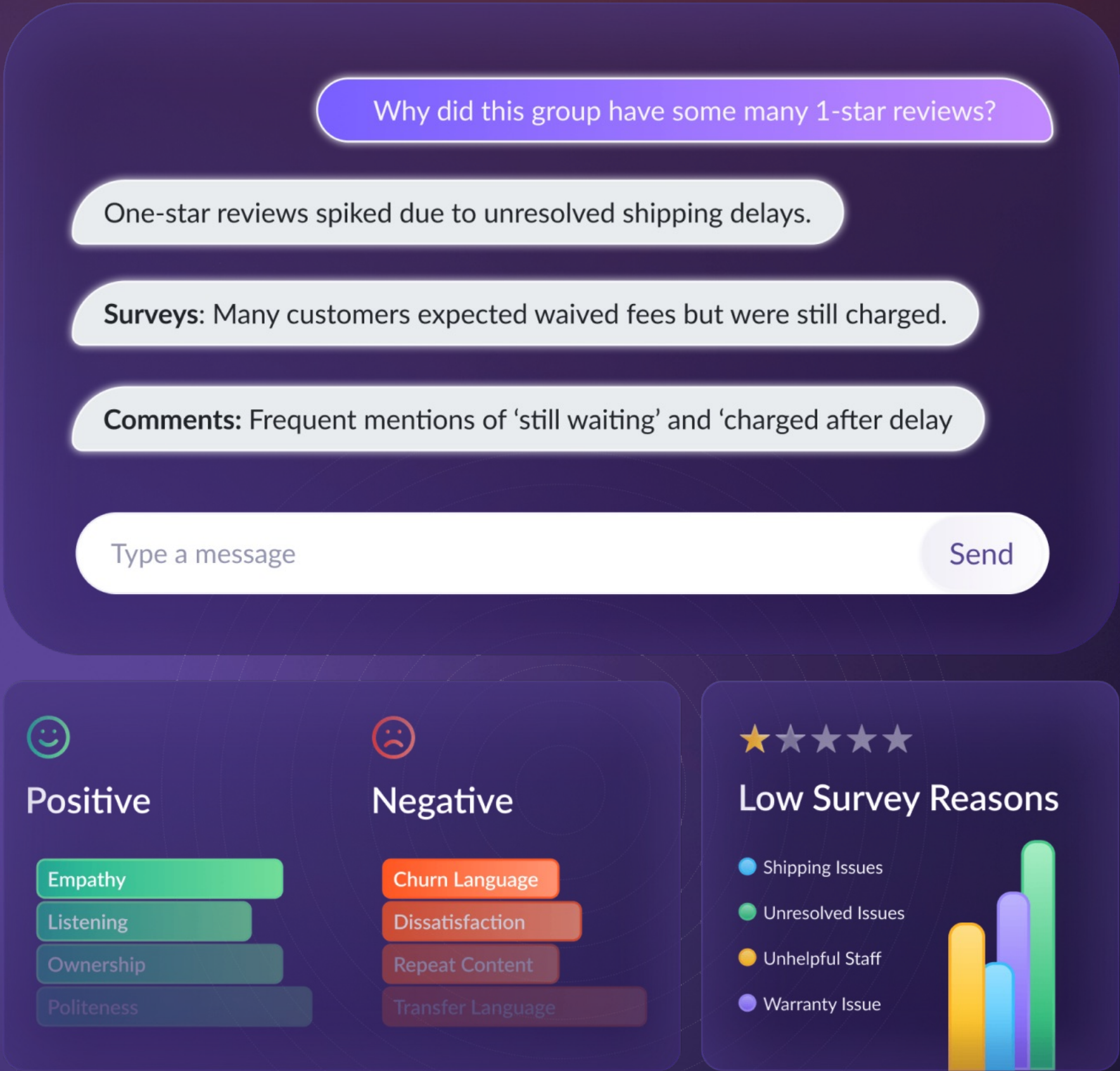
Connect customer survey feedback directly to conversational intelligence and AutoQA insights. Bridge the gap between what customers say in surveys and what actually happened in conversations, enabling targeted action on scores that need improvement.

Key Features

- Survey-to-conversation correlation and context mapping
- Integrated customer feedback with quality and performance data
- Actionable insights linking survey scores to specific interactions
- Targeted coaching recommendations based on customer feedback patterns

Benefits

- ✓ Provides complete picture of customer experience across touchpoints
- ✓ Enables targeted improvement of low-scoring interactions and agents
- ✓ Connects customer voice to operational improvements
- ✓ Drives proactive customer experience enhancement strategies



Advanced AutoQA: From Sampling to 100% Coverage



Transform your quality assurance from manual sampling to comprehensive 100% AutoQA coverage. Understand contextual business scenarios, identify improvement opportunities, and action the right people and processes to drive revenue, sales, compliance, and risk management.

Key Features

- 100% interaction coverage vs. traditional 1-2% manual sampling
- Contextual business scenario detection and analysis
- Revenue and sales opportunity identification from conversations
- Compliance monitoring and fraud risk detection automation

Benefits

- ✓ Eliminates blind spots in quality management with complete coverage
- ✓ Identifies revenue opportunities and sales improvement areas
- ✓ Ensures comprehensive compliance monitoring and risk management
- ✓ Enables data-driven process optimization and agent development

Support - US Team

CUSTOM FORM 1 OF 12

Call Flow & Delivery (25 Points)

Question 1.1 - Greeted the beep?

Yes Graded by AI

+8 points

Question 1.2 - Followed the script as per verbatim prompts?

Yes Graded by AI

+8 points

98 /100
Evaluation Score

96 %
AI Calibration Score

Participants	Status	Calibration	Answers
 Leani Initiator Quality Manager		100%	23/23
 AI Evaluator System		96%	22/23
 Sam Lopez Team Leader		78%	18/23

 [Auto QA Video](#)

Thank You



Thanks a million - now let's make every interaction count.

