

— CUSTOMER ANALYTICS & INSIGHTS PLATFORM

AI-Powered Customer Experience Intelligence & Action.

How AmplifAI turns 100% of customer interactions into a structured understanding of intent, sentiment, outcomes, and risk — and connects every insight directly to the action that improves the experience.

DOCUMENT

Solution Guide
14 pages

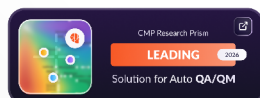
AUDIENCE

CX, Operations & Insights leaders
Director through C-suite

ISSUED

2026
Refreshed annually

RECOGNITION



SECURITY & COMPLIANCE



Contents

A walkthrough of how AmplifAI analyzes every customer interaction, structures it across five dimensions of experience, and connects each finding to the action that closes the loop.

| | | |
|-----------|---|--------------|
| 01 | Executive Summary Closing the gap between what customers experience and what businesses see. | P. 03 |
| 02 | The Challenge – Understanding CX at Scale Why a fragmented stack and lagging metrics leave the experience hidden. | P. 04 |
| 03 | A New Approach – From CX Signals to Business Outcomes Data → Insights → Actions → Outcomes, run as one continuous loop. | P. 06 |
| 04 | The Customer Analytics Data Layer Every signal in. AmplifAI in the middle. Five CX dimensions out. | P. 07 |
| 05 | Turning Insights into Understanding A command center for CX – not a stack of dashboards. | P. 09 |
| – | Interlude • See it for yourself A 4-minute walkthrough of Customer Analytics use cases. | P. 10 |
| 06 | From Insight to Action Coaching, process changes, follow-ups – prioritized and measured. | P. 11 |
| 07 | Customer Analytics in Context Alongside AutoQA, Performance Enablement, and AI Agents. | P. 12 |
| 08 | Measurable Outcomes & A New Category From measuring experience to mastering it. | P. 13 |
| 09 | Conclusion & Next Steps Two ways in – both walk through real-world use cases. | P. 14 |



Closing the gap between experience and visibility.

Customer experience is the defining battleground for modern enterprises — yet most contact centers still analyze a small fraction of interactions and react to lagging indicators long after the experience has happened.

Organizations are investing heavily in digital channels, automation, and customer engagement. Yet many still struggle to understand what their customers are experiencing at scale. Contact centers generate vast amounts of interaction data every day, but **most of that information remains underutilized** — locked inside conversations that are rarely analyzed in full.

Traditional QA and reporting only scratch the surface. Sample-based reviews and lagging indicators like CSAT or NPS leave organizations **reacting** to problems rather than **proactively improving** experiences — opening a persistent gap between what customers feel and what the business believes is happening.

AmplifAI's Customer Analytics & Insights Platform closes that gap. By analyzing 100% of customer interactions across voice and digital channels, AmplifAI structures raw conversational data into intent, sentiment, outcomes, and risk — and connects each insight directly to the action that improves the next interaction.

KEY TAKEAWAYS

- Most organizations have **partial CX visibility** — analyzing a small fraction of interactions and relying on lagging indicators.
- True CX understanding requires connecting **intent, sentiment, outcomes, and agent behavior** across 100% of interactions.
- Analytics alone is insufficient — insights must be **linked directly to actions** to drive measurable improvement.
- AmplifAI unifies interaction analytics, performance intelligence, and AI-driven actions into a **closed-loop system**.
- Organizations that adopt this model move from reactive CX management to **continuous, proactive optimization**.



Understanding CX at scale.

Modern contact centers operate in an environment defined by complexity. Customers move across channels within a single journey, and the systems meant to capture them rarely come together to form a complete picture.

Customers engage across voice, chat, email, and social – often inside the same journey. Organizations rely on a fragmented ecosystem of CRM, contact center, quality, workforce, and survey platforms. Each captures valuable data.

None of them, alone, explains the experience.

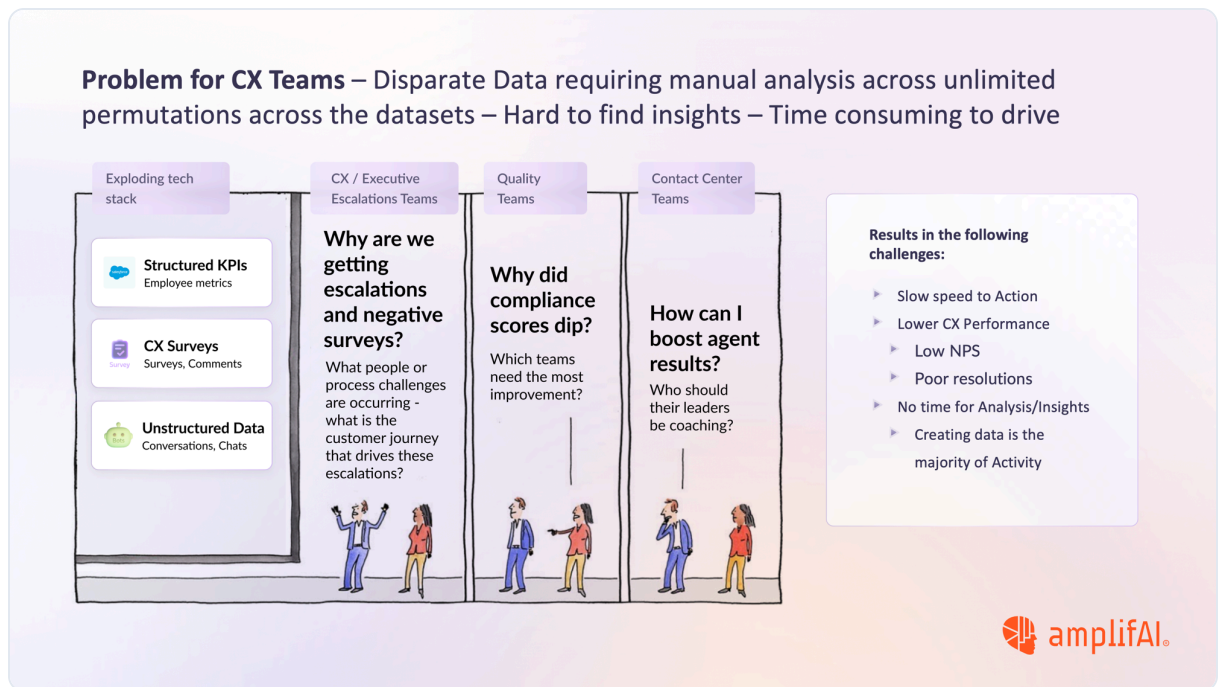


FIGURE 01 · A FRAGMENTED STACK AND LAGGING INDICATORS LEAVE LEADERS PIECING TOGETHER REPORTS, DASHBOARDS, AND ANECDOTES – NEVER QUITE SEEING THE EXPERIENCE ITSELF.



The questions traditional analytics struggles to answer.

When only a small percentage of interactions are reviewed, critical signals — emerging customer issues, process breakdowns, behavioral gaps — stay hidden. The improvement effort that follows tends to be reactive, inconsistent, and difficult to scale.

Compounding the fragmented stack is the limitation of traditional quality programs. Sample-based reviews surface a thin slice of behavior, while CSAT and NPS arrive after the experience has already happened. Without a complete view, organizations struggle to answer **fundamental** questions about their customers.

FOUR QUESTIONS A FRAGMENTED STACK RARELY ANSWERS

- **Why are customers contacting us in the first place?** — beyond high-level categories, what's actually driving the volume?
- **What is driving dissatisfaction or repeat contacts?** — which intents, products, or processes are creating the most friction?
- **Where are we creating unnecessary effort for customers?** — which steps in the journey are causing transfers, escalations, or self-service failure?
- **Which behaviors actually improve outcomes?** — what do top-performing agents do that the rest of the organization doesn't?

Without clear answers, improvement efforts become **reactive, inconsistent, and difficult to scale**. Leaders spend time investigating problems instead of solving them — and the experience the customer actually feels stays largely invisible to the people responsible for it.



From CX signals to business outcomes.

AmplifAI connects data, intelligence, and execution into a single continuous system. Analytics is no longer a reporting function — it is the starting point for continuous customer-experience improvement.

AmplifAI introduces a fundamentally different approach to customer analytics — one that follows a simple but powerful model: **data is transformed into insights · insights drive actions · actions deliver outcomes**. Rather than treating analytics as a reporting function, AmplifAI positions **CX intelligence as the starting point for continuous improvement**.

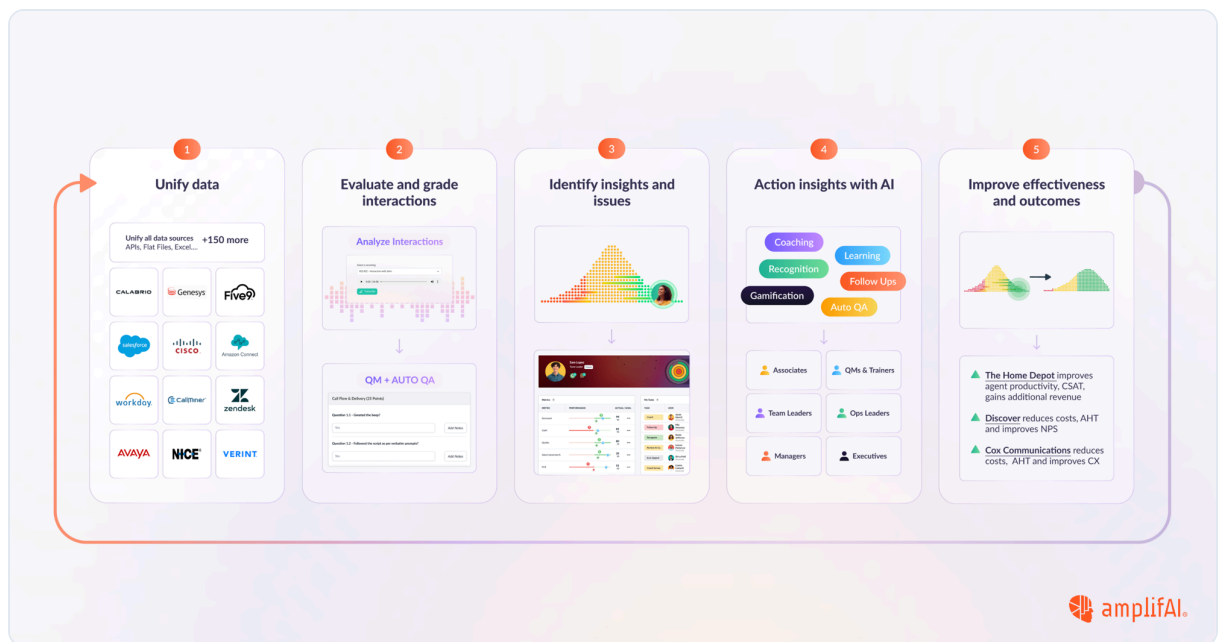


FIGURE 02 · THE SAME FIVE-STEP LOOP THAT DRIVES QUALITY AND PERFORMANCE, APPLIED TO CUSTOMER EXPERIENCE — WITH CX INTELLIGENCE AS THE CONNECTIVE LAYER.

By combining interaction analytics with performance data and AI-driven recommendations, the platform ensures that **every insight leads naturally to the next best step**. Organizations move beyond understanding what happened and instead focus on improving what happens next — at the pace of the operation, not the pace of the report cycle.



Every signal in. AmplifAI in the middle. CX out.

Customer experience cannot be understood from one data source. AmplifAI brings every interaction, every operational signal, and every voice-of-customer input into a single layer – and turns the AI on top into structured CX intelligence.



FIGURE 03 · CUSTOMER INTERACTION DATA, OPERATIONAL SIGNALS, AND VOICE-OF-CUSTOMER INPUTS CONVERGE IN THE AMPLIFAI LAYER – AND EMERGE AS FIVE STRUCTURED DIMENSIONS OF CUSTOMER EXPERIENCE.



A complete view, structured across five lenses.

To truly understand customer experience, organizations must look beyond isolated metrics and capture the full context of every interaction. AmplifAI structures CX analytics across five dimensions — each addressing a different question the business needs to answer.

01 · CUSTOMER INTENT

Why customers reach out — at every level.

Beyond high-level categories like "billing" or "returns," AmplifAI breaks intent into multiple levels — uncovering whether the driver is a product issue, a process inefficiency, or a policy gap.

02 · SENTIMENT & EFFORT

How customers feel, and how hard it was.

Language, tone, and interaction patterns reveal frustration, satisfaction, or risk — alongside signals like repeat contacts and failed self-service that indicate effort.

03 · OUTCOMES

What actually happened.

Every interaction ends in a result — resolution, transfer, escalation, or an incomplete experience. Tracking outcomes systematically shows how effectively customers are being served.

04 · CHURN & RISK SIGNALS

Subtle indications, surfaced early.

Mentions of competitors, expressions of frustration, or repeated attempts to resolve the same issue — captured in real time so teams can intervene before it's too late.

05 · AGENT BEHAVIORS

What employees do that drives the outcome.

Behaviors like empathy, engagement, and solution focus are linked directly to the outcomes they produce — creating an explicit connection between performance and experience.

Together, these dimensions provide a comprehensive and nuanced understanding of CX — one that moves **far beyond traditional metrics**. Instead of monitoring a CSAT score in isolation, leaders can see why it moved, which intents and behaviors moved it, and what to do next.



A command center for CX — not another dashboard.

Traditional analytics presents data without context. AmplifAI embeds the intelligence directly into the analytics layer — so leaders see not just what changed, but why, and what to do about it.

One of the most significant limitations of traditional analytics is that it presents data without context. Leaders are often left staring at metrics — transfer rates, CSAT scores, escalation volumes — without a clear explanation of what is driving those numbers.

AmplifAI addresses this by embedding intelligence directly into the analytics layer. Instead of simply reporting that a metric has changed, the platform **explains why**. It automatically identifies the underlying drivers — whether they are specific customer intents, product categories, or operational issues — and presents those insights in a way that is **immediately actionable**.

This capability transforms how leaders interact with data. Rather than spending time investigating problems, they can focus on solving them. The result is a true **command center for CX** — a unified view where leaders quickly understand performance across channels, teams, and journeys, and immediately identify where to focus their efforts.

FROM DASHBOARD TO COMMAND CENTER

- **Not just "the metric moved" — the drivers behind it.** Specific intents, products, behaviors, or process steps surfaced automatically.
- **One view across channels, teams, and journeys.** Voice, digital, and self-service in the same context, not three different tools.
- **Time spent solving, not investigating.** Less analyst effort to assemble the story; more leadership time on the response.



Stop reading. Click around.

A 4-minute walkthrough of Customer Analytics – every interaction across a real customer journey, structured into intent, sentiment, outcomes, and risk, and connected to the action that closes the loop.



WHAT YOU'LL SEE

- **The customer journey, end to end** – every interaction across channels, analyzed automatically.
- **Intent, sentiment & effort, outcomes** – surfaced from real conversations, not survey samples.
- **Drivers behind the metric** – why CSAT moved, why repeat contacts spiked, what to do about it.

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The real power of CX analytics is solving problems, not finding them.

Once insights are identified, AmplifAI connects them directly to action — coaching, process changes, follow-ups, recognition — and tracks whether the action moved the metric it was meant to move.

The true power of customer analytics lies not in **understanding** problems, but in **solving** them. This is where AmplifAI differentiates itself most clearly. Once insights are identified, the platform connects them directly to actions — **targeted coaching for agents, process improvements to eliminate friction, follow-ups to address unresolved issues, or recognition for behaviors that drive success.**

What makes this approach unique is that it is both **intelligent** and **continuous**. AmplifAI prioritizes actions based on their potential impact, ensuring teams focus on what matters most. It then tracks the execution of those actions and measures their effectiveness over time. **Every action contributes to learning. Every improvement is reinforced.**



FIGURE 04 · INSIGHT FEEDS ACTION; ACTION FEEDS THE NEXT CYCLE OF INSIGHT. OVER TIME, ORGANIZATIONS BUILD A SYSTEM THAT NOT ONLY IDENTIFIES OPPORTUNITIES BUT CONSISTENTLY ACTS ON THEM.



A unified platform for CX transformation.

Customer analytics doesn't exist in isolation. It drives real impact when connected to the broader performance ecosystem — quality management, performance intelligence, and AI-driven coaching, on a single platform.

AmplifAI integrates Customer Analytics with **quality management**, **performance intelligence**, and **coaching workflows**. AutoQA evaluates interactions at scale, ensuring consistency and eliminating the limitations of manual reviews. Performance intelligence brings together data from across systems into a single view of how individuals and teams are performing. AI-driven coaching translates insights into personalized development.

Underpinning all of this is a robust data integration layer that connects to the systems organizations already run on — **extending existing technology investments while delivering a more complete and actionable view of performance.**



01 Customer Analytics & Insights

Where this guide lives. Intent, sentiment, outcomes, risk, and behavior across 100% of interactions.

02 AutoQA, QM & Conv. Intelligence

Every interaction evaluated and calibrated — the consistent quality signal CX analytics is grounded in.

03 Unified Performance & Coaching

CX findings turned into targeted Next Best Actions for the leaders who can act on them.

04 AI Agent Performance

AI agents analyzed on the same CX framework as people — one experience standard across both.

05 Gamification & recognition

High-impact CX behaviors made visible, celebrated, and reinforced at scale.

FIGURE 05 · CUSTOMER ANALYTICS & INSIGHTS IS ONE OF FIVE CAPABILITIES IN THE AMPLIFAI PLATFORM — ALL GROUNDED IN THE SAME UNIFIED DATA AND AI LAYER.



From measuring experience to mastering it.

The impact of this approach is both immediate and long-term – visible at the operational, customer, and business level. And it represents a shift in what CX technology actually is.

Operationally, organizations see reductions in repeat contacts, transfers, and escalations, along with improvements in first contact resolution. **From a customer perspective**, experiences become smoother, more consistent, and more satisfying – leading to higher levels of trust and loyalty.

At the business level, these improvements translate into tangible results: increased revenue, reduced churn, and greater customer lifetime value. By aligning customer experience with operational performance, AmplifAI ensures that **CX becomes a driver of business success rather than a cost center**.

A new category of CX technology.

AmplifAI represents a shift in how CX technology is defined. While traditional solutions focus on either analytics or execution, AmplifAI brings these capabilities together into a single platform – creating a new category: **AI-driven CX Intelligence and Action Platforms**. Insights are not static reports; they are dynamic inputs that drive behavior, processes, and outcomes.

"AmplifAI moves organizations beyond measuring experience – toward mastering it."

AMPLIFAI · CUSTOMER ANALYTICS

For organizations seeking to lead in customer experience, this shift is critical. It enables them to **move faster, act smarter, and deliver experiences that consistently meet – and exceed – customer expectations**.



Ready to understand every customer interaction?

Two ways in — one walks you through real-world use cases on your own time, the other puts the team in the room with you. Both lead to the same place: a CX program that runs continuously, scales with the operation, and connects every insight to the action that closes the loop.

TRY IT ON YOUR OWN

- 4-minute interactive walkthrough through Customer Analytics across a real customer journey.
- See intent, sentiment, effort, outcomes, and behavior structured automatically — no form, no scheduling.
- Use it before your next CX QBR or VoC review.

TALK TO THE TEAM

- 30-minute working session with the AmplifAI Customer Analytics team.
- Bring one open CX question; we'll show how AmplifAI structures the answer from your interactions.
- Walk away with a concrete first-90-days plan — pilot scope, integration approach, and success measures.

NEXT STEPS

Walk through Customer Analytics use cases, or talk to the team.

Email sales@amplifai.com - visit amplifai.com

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