

— PERFORMANCE ENABLEMENT PLATFORM

# AI-Driven Performance, Coaching & Workforce Optimization.

How AmplifAI's Performance Enablement Platform turns data into action – reducing the effort required to manage the operation while improving customer experience, productivity, and revenue.

**DOCUMENT**

Solution Guide  
15 pages

**AUDIENCE**

Operations, Quality & Performance  
leaders  
Director through C-suite

**ISSUED**

2026  
Refreshed annually

**RECOGNITION**



**SECURITY & COMPLIANCE**



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A walkthrough of the system that closes the gap between performance data and performance improvement — and why it lowers operating cost while raising outcomes.

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# From data abundance to consistent action.

Contact centers don't lack performance data. They lack the system that turns that data into improvement — predictably, at scale, without growing the cost of the operation.

Contact centers have no shortage of performance data. Metrics span productivity, quality, customer experience, and sales outcomes. Yet despite this abundance of information, many organizations struggle to translate data into meaningful improvement. **Data exists, but it does not consistently drive action.** Coaching happens, but it is not always targeted or measurable. Costs increase through the effort required to run the operation itself. Performance varies widely across teams, with high performers difficult to replicate.

**AmplifAI's Performance Enablement Platform closes this gap by turning performance data into action at scale.** By unifying data, identifying what drives success, and delivering precise, AI-driven Next Best Actions, the platform enables organizations to reduce inefficiencies while systematically improving performance. The result is a contact center that operates with greater **efficiency** while simultaneously improving **effectiveness** across customer experience, productivity, and revenue.



FIGURE 01 · DATA ON THE LEFT, OUTCOMES ON THE RIGHT. THE PLATFORM IS THE SYSTEM THAT CONSISTENTLY TRANSLATES ONE INTO THE OTHER.



# Five takeaways before we go deeper.

If you only read one page, read this one. The rest of the guide is the evidence behind these five points.

## KEY TAKEAWAYS

- Performance data does not improve outcomes unless it is **consistently translated into action**.
- The effort required to manage performance — manual reporting, fragmented tools, and unclear priorities — drives **unnecessary operational cost**.
- High performance can be **modeled, replicated, and scaled** using AI.
- Coaching must be **targeted, continuous, and measurable** to drive real impact.
- AmplifAI connects data to action in a **closed loop** that improves both efficiency and effectiveness.



# Data without direction.

Modern contact centers are rich in data but constrained in their ability to act on it. The connection between data and action is rarely systematic — and the cost shows up in the operating model.

Modern contact centers are rich in data but constrained in their ability to act on it. Supervisors are responsible for managing performance across dozens of metrics, often sourced from multiple systems, each providing a different view of the business.

**Problem:** While data is readily available, we lack the capability to translate it into timely, scalable outcomes

**Exploding tech stack**  
Salesforce, Tableau, Oracle, Twilio, Talkdesk, Cisco, Callminer, NICE

**Growing complexity**  
workday, VERINT

**Manual solution**

**Leads to slow and inconsistent actions**

**There's so much data!**  
What issue should I focus on?

**Do you know who to help?**  
What do I help them with?

**Did it work?**  
Did anything change or improve?

**Results in the following challenges:**

- ▶ Frustrated Leaders
- ▶ Low Sales Conversion
- ▶ Unhappy customers
- ▶ Low NPS
- ▶ Poor resolutions
- ▶ Disgruntled employees
- ▶ High turnover
- ▶ Underperformance

amplifAI.

FIGURE 02 · WHILE DATA IS READILY AVAILABLE, MOST OPERATIONS LACK THE CAPABILITY TO TRANSLATE IT INTO TIMELY, SCALABLE OUTCOMES.



## An operation that works harder than it needs to.

When the connection between data and action is unclear, the effort required to manage performance grows alongside the data itself — and the operation never quite catches up.

In practice, the gap between data and action leads to a familiar set of challenges. **Leaders spend time gathering and interpreting data rather than acting on it.** Coaching is often based on intuition or limited context. Performance issues are addressed reactively, after they have already impacted customer experience or operational cost.

At the same time, the operational burden grows. Leaders spend increasing amounts of time assembling data, reconciling reports, and deciding where to focus. **This effort is rarely addressed systematically** because the connection between data and action is unclear.

The result is an operation that **works harder than it needs to**, while still struggling to achieve consistent performance.

### THREE STRUCTURAL DRAGS ON EVERY LEADER'S WEEK

- Time goes to **gathering and interpreting data** instead of acting on it.
- Coaching is based on **intuition or limited context**, not on the behavior driving the metric.
- Performance issues are addressed **reactively**, after CX or cost impact has already happened.



# Performance as a five-step system.

A continuous loop where unified data becomes graded interactions, becomes prioritized insight, becomes the right action, becomes measurable improvement — feeding the next cycle.

AmplifAI introduces a fundamentally different approach — one where performance improvement is treated as a **continuous, data-driven system** rather than a series of disconnected activities. At its core, the platform follows a simple progression: **data is transformed into intelligence; intelligence drives action; action delivers measurable outcomes.**

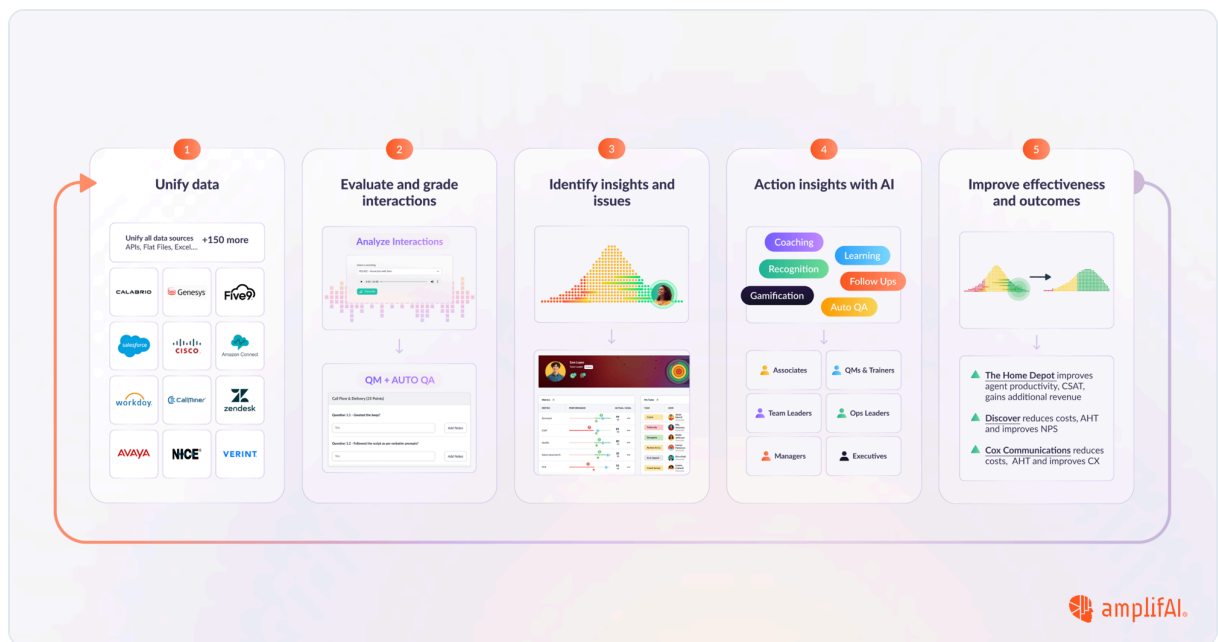


FIGURE 01 · THE AMPLIFAI FIVE-STEP PERFORMANCE SYSTEM, END TO END.

This system ensures that **every signal** — whether it relates to productivity, quality, or customer experience — results in a clear and prioritized next step. Over time, this creates a **compounding effect**, where small, targeted improvements reduce inefficiencies and elevate overall performance.



# Every CX signal – structured and unstructured – in one place.

Performance Enablement only works when the data layer underneath it is unified. AmplifAI is the layer – every interaction, every metric, every system, governed and queryable.



FIGURE 02 · AMPLIFAI AGGREGATES DATA FROM ACROSS CRM, CCAAS, QA, WFM, AND CX ANALYTICS INTO A UNIFIED PERFORMANCE LAYER – CONTINUOUSLY UPDATED, STRUCTURED TO REFLECT HOW PERFORMANCE ACTUALLY OPERATES WITHIN THE BUSINESS.



## Seeing the whole system.

A unified performance layer reveals how metrics interact — so leaders can identify opportunities that improve performance and reduce operational waste at the same time.

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AmplifAI aggregates data from across CRM, CCaaS, QA, WFM, and CX analytics into a unified performance layer. This layer is continuously updated and structured to reflect **how performance actually operates** within the business.

Rather than viewing metrics in isolation, leaders see how they interact. For example, customer experience outcomes can be understood alongside operational efficiency metrics, **revealing how behaviors impact both satisfaction and cost.**

This holistic view is critical. Without it, organizations may optimize one metric at the expense of another. With it, they can identify opportunities that **simultaneously improve performance and reduce operational waste.**

### WHY ONE LAYER MATTERS MORE THAN TEN DASHBOARDS

- One agreed-upon number per metric — across teams, sites, and BPO partners.
- Quality, CX, and operational signals viewable **in the same context**, not in three different tools.
- A platform layer that downstream AI agents and automations can query directly.



# Learning what success looks like – and scaling it.

Improvement begins with understanding what success looks like. AmplifAI turns top-performer behavior into a model the rest of the organization can grow into.

AmplifAI applies **unsupervised machine learning** to analyze performance patterns across top-performing employees, identifying the behaviors and conditions that consistently drive strong outcomes.

These patterns are translated into **dynamic performance personas**. Each persona represents a realistic model of success for a given role, tenure level, and context. Instead of applying static targets, the platform aligns each employee against these personas. This ensures that expectations are **grounded in what is achievable** while still pushing performance upward.

Over time, this approach enables organizations to **scale what works** – reducing variability and elevating the overall performance curve.



## 01 Performance & Coaching

Where Performance Enablement lives. Personas, Next Best Actions, coaching effectiveness.

## 02 Auto QA & Conv. Intelligence

Every interaction evaluated. Every behavior linked to the metric it influences.

## 03 Customer Analytics

Intent, sentiment, and outcomes that ground performance actions in CX reality.

## 04 AI Agent Performance

AI agents managed on the same operating model as people – one system across both.

## 05 Gamification & recognition

Behaviors made visible, celebrated, and reinforced at scale.

FIGURE 03 · PERFORMANCE ENABLEMENT IS ONE OF FIVE CAPABILITIES IN THE AMPLIFAI PLATFORM – ALL GROUNDED IN THE SAME UNIFIED DATA LAYER.



# Stop reading. Click around.

A 4-minute guided walkthrough of Performance Intelligence, Next Best Actions, and the daily game plan – walking through real-world use cases. No form, no scheduling.

The screenshot displays the AmplifAI dashboard interface. At the top, there's a navigation bar with options like 'Dashboard', 'My Tasks', 'Game Hub', 'Coaching Library', 'Evaluations', and 'Reporting'. Below this, a header section shows filters for 'Timeframe' (May 2026), 'Organization' (Organization 1), and 'Program' (Program 1). Key performance indicators include 'Daily Gameplan' (First Contac...), 'Coach Efx Index' (70%), and 'Active Coachings Commits' (2). A central profile card for 'Sam Lopez' (Team Leader, 2 years) features a target graphic showing '94.5% Above Goal' (5 points above goal). A 'Metrics' section is partially visible on the left. A 'My Tasks' table is shown on the right, listing tasks for users like Jessie Mart..., Nonie Jeffe..., Marcus Chen, and Lizette Cott... with columns for Task, User, Metric, and Date. An orange overlay box in the center reads 'INTERACTIVE WALKTHROUGH • ~4 MIN'. A tooltip over the 'Next Best Actions' section explains that insights become actions automatically, turning root causes and quality gaps into a prioritized daily game plan for each leader.

## WHAT YOU'LL SEE

- **Performance Intelligence** – CRM, CCaaS, QA, WFM, and CX in one continuously updated layer.
- The **Next Best Action** engine turning insight into a daily, agent-level coaching queue.
- Coaching effectiveness measured at the leader level – not just sessions on a calendar.

[TRY THE DEMO →](#)

[OR WATCH THE 2-MIN OVERVIEW](#)



# Turning insight into the right action — and measuring whether it worked.

Knowing what drives performance is only valuable if it leads to action. AmplifAI's Next Best Action engine ensures that it does — and the coaching layer measures whether the action moved the metric.

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## Turning insight into action

For every employee, the platform evaluates performance data, behavioral signals, and likelihood of improvement to determine the most impactful action a leader can take. This may involve **targeted coaching, reinforcement of positive behaviors, or follow-up on previously identified gaps.**

**The key is precision.** Actions are not generic or broad — they are specific to the individual and tied directly to measurable outcomes. This allows leaders to focus their time where it will have the greatest effect. By consistently guiding attention to the highest-impact opportunities, the platform reduces wasted effort and accelerates improvement.

## Coaching as a measurable system

Coaching is one of the most powerful levers for improving performance, yet it is often one of the least structured. AmplifAI transforms coaching into a system that is both **guided and measurable.** Leaders receive clear direction on what to coach, supported by data that identifies the exact behaviors driving performance gaps. Coaching sessions are tracked, and their impact is measured over time.

This creates a direct link between coaching activity and outcomes. Leaders can see whether their efforts are improving performance, and organizations can identify which coaching approaches are most effective. **As coaching becomes more targeted and consistent, performance improves while the effort required to manage and correct performance begins to decline.**



# Lower cost. Stronger CX. Same operation.

Efficiency comes from changing how the operation is managed — not from squeezing interaction-level metrics. Effectiveness comes from a system that scales what works.

## Reducing cost through smarter operations

One of the most immediate benefits of this approach is the reduction of unwanted operational **cost** — but not in the way it is traditionally framed. Rather than focusing narrowly on interaction-level metrics, AmplifAI reduces cost by **fundamentally changing how the operation is managed**.

Supervisors and leaders spend significantly less time gathering data, building reports, and determining where to focus. The platform removes much of the administrative burden associated with managing performance, replacing it with clear, prioritized actions. This shift allows leaders to move away from manual analysis and toward meaningful engagement with their teams. **Time previously spent navigating systems and interpreting data is redirected toward coaching, development, and execution.**

In practice, this creates a more efficient operating model. Fewer hours are spent managing the operation, and more time is spent improving it. **The result is not just reduced effort, but better use of effort** — driving stronger outcomes without increasing overhead.

## Driving performance at scale

While efficiency is critical, it must be balanced with effectiveness. AmplifAI ensures that performance improvement is not limited to cost reduction — it also drives better outcomes across customer experience and revenue.

By reinforcing behaviors that lead to successful resolutions, higher satisfaction, and stronger sales outcomes, the platform **elevates the quality of every interaction**. Because these improvements are driven by a system rather than individual effort, they scale across teams, locations, and partners — creating consistent performance across the organization.



# Performance Enablement, alongside Quality and CX Intelligence.

The platform is most powerful when its capabilities reinforce each other — actions are sharper because they're grounded in a complete understanding of performance.

Performance Enablement is most powerful when connected to the broader ecosystem. Quality data from **AutoQA** provides detailed insight into compliance and behavior across every interaction. **CX Analytics** adds context, revealing how customer sentiment, intent, and outcomes are influenced by those behaviors.

By bringing these elements together, AmplifAI ensures that actions are **grounded in a complete understanding of performance**. This alignment enables organizations to improve not just internal metrics, but the customer experience itself.

Organizations that adopt AmplifAI's Performance Enablement Platform experience improvements on multiple fronts. **Operational efficiency increases** as unnecessary work is reduced. **Leaders become more effective** as their efforts are guided by data. **Employees gain clarity and direction**, enabling them to improve faster. Most importantly, organizations achieve sustained improvements in customer experience, productivity, and revenue — driven by a system that **continuously identifies and acts on opportunities for improvement**.

**"Performance improvement is not achieved by monitoring metrics alone. It requires a system that consistently translates data into action and action into results."**

AMPLIFAI · PERFORMANCE ENABLEMENT

AmplifAI provides that system. By reducing the effort required to manage the operation and driving targeted performance improvement, it enables organizations to operate more efficiently while delivering better outcomes. **The result is a contact center that is not only more productive, but more effective** — consistently improving both cost and performance over time.



# Ready to put performance on a system?

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 connected operation that costs less to run and produces stronger outcomes.

## TRY IT ON YOUR OWN

- 4-minute interactive walkthrough through Performance Intelligence, Next Best Actions, and the daily game plan.
- No form, no scheduling, no sales call required.
- Use it before your next QBR planning meeting.

## TALK TO THE TEAM

- 30-minute working session with the AmplifAI Performance Enablement team.
- Tailored to your stack, your top metric, and one open performance gap.
- Walk away with a concrete first-90-days plan.

## NEXT STEPS

**Walk through Performance Enablement use cases, or talk to the team.**

Email [sales@amplifai.com](mailto:sales@amplifai.com) · visit [amplifai.com](https://amplifai.com)

[TRY THE DIY DEMO](#)

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## RECOGNITION



## SECURITY & COMPLIANCE

