

— PLATFORM OVERVIEW

AI-Driven Performance & CX Transformation.

How a connected system of evaluation, insight, and action replaces fragmented contact-center tooling – reducing the effort to run the operation while improving performance outcomes.

DOCUMENT

Solution Guide
11 pages

AUDIENCE

CX, Operations & Quality leaders
Director through C-suite

ISSUED

2026
Refreshed annually

RECOGNITION



SECURITY & COMPLIANCE



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A walkthrough of the operating model – from the broken status quo, through the unified data layer that powers the new model, to the connected system that replaces fragmented tooling.

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From visibility to execution.

Contact centers do not need more data. They need a system that turns evaluation, insight, and action into one continuous loop.

Contact centers have no shortage of data. Every interaction generates signals across quality, performance, and customer experience. Yet despite this abundance, most organizations struggle to translate data into meaningful, consistent improvement.

The challenge is not visibility — **it is execution**. Leaders spend significant time gathering data, reconciling reports, and determining where to focus. Quality programs evaluate only a fraction of interactions. Insights are often disconnected from action. Coaching is reactive and inconsistent. As a result, operations become more complex, more resource-intensive, and harder to manage at scale.

AmplifAI introduces a new operating model — one that connects evaluation, insight, and action into a continuous system. By analyzing every interaction, identifying what matters, and delivering precise actions, AmplifAI enables organizations to reduce the effort required to run the operation while improving performance outcomes.

KEY TAKEAWAYS

- Most contact centers are constrained by the time required to **interpret and act on data** — not by access to it.
- Evaluation, insight, and action are typically **disconnected**, limiting impact.
- AI enables a **continuous system** that connects data directly to execution.
- AmplifAI **reduces the effort** required to manage operations while improving performance.
- Organizations shift from reactive management to **continuous, proactive improvement**.



The broken operating model.

Most contact centers run on a fragmented stack. The result is a structural inefficiency – leaders spend their time managing the operation rather than improving it.

Most contact centers operate within a fragmented model. Data is spread across multiple systems, each providing a partial view of performance. Quality assurance is manual and sample-based. Reporting requires significant effort to assemble and interpret. Coaching depends heavily on individual judgment and available time.

This fragmentation creates a structural inefficiency. **Leaders are forced to spend time managing the operation rather than improving it.** Decisions are delayed, actions are inconsistent, and performance gaps persist longer than they should.

As organizations scale, this problem becomes more pronounced. **More data does not lead to better outcomes** – it increases the complexity of managing the operation.

Where leadership time actually goes

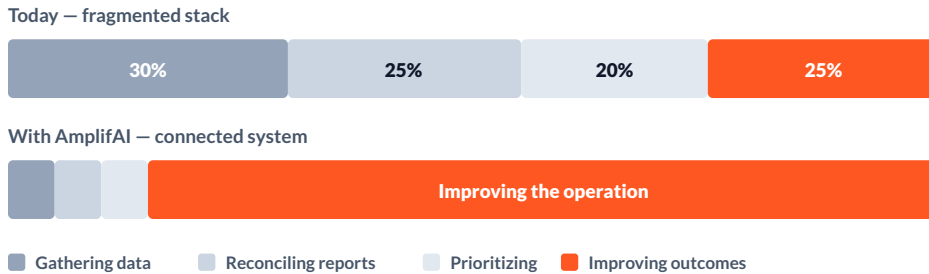


FIGURE 01 · ILLUSTRATIVE LEADERSHIP TIME ALLOCATION, FRAGMENTED VS. CONNECTED OPERATING MODEL.



A new operating model for CX & performance.

Five capability areas — unified by AI, grounded in your data — operate as one continuous loop instead of five disconnected tools.

AmplifAI replaces the fragmented approach with a unified, continuous system.

At its core, the platform connects three essential capabilities: **evaluate every interaction · understand what matters · take the right action.**

These capabilities are not standalone — they operate as an integrated loop. Each interaction is evaluated, every evaluation contributes to insight, and every insight drives action. **Actions are tracked and measured, continuously improving the system over time.**



01 Unified Performance & Coaching

A single source of truth for every metric, every team, every leader.

02 Auto QA, QM & Conversational Intelligence

Every interaction evaluated automatically and consistently.

03 Customer Analytics & Insights

Intent, sentiment, outcomes — the why behind the metric.

04 Gamification & Recognition

Behaviors made visible, celebrated, and reinforced at scale.

05 AI Agent Performance & Governance

Manage AI agents alongside people, on the same operating model.

FIGURE 02 · THE AMPLIFAI PLATFORM — FIVE CAPABILITIES UNIFIED BY AI, GROUNDED IN YOUR DATA.

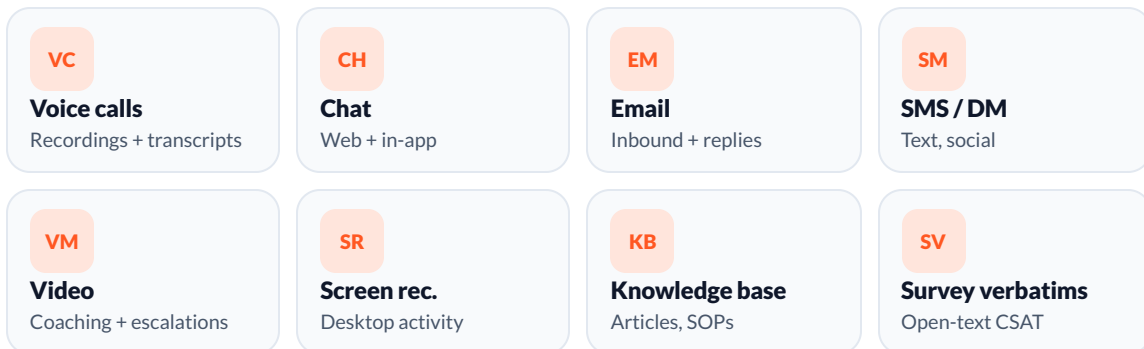


All five capabilities, grounded in one unified data layer.

The new operating model only works when the data underneath it is unified. AmplifAI is that layer – every interaction, every metric, every system, governed and queryable in a single place.

UNSTRUCTURED

Conversation + content signal



STRUCTURED

Operational + outcome signal

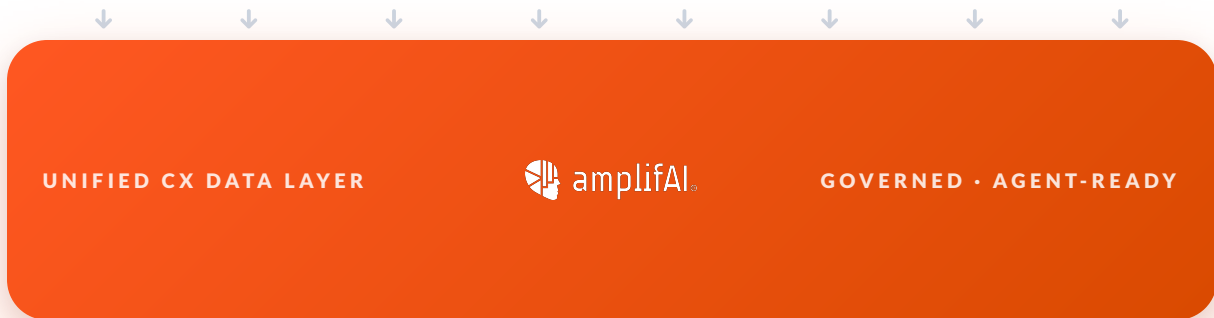
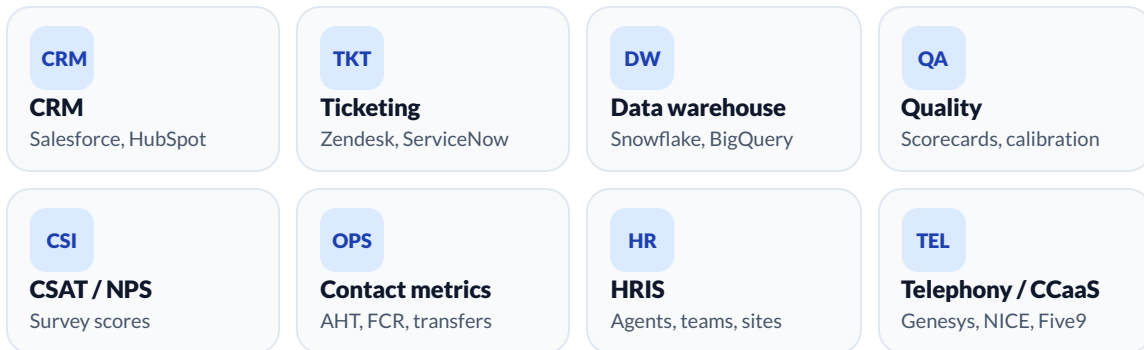
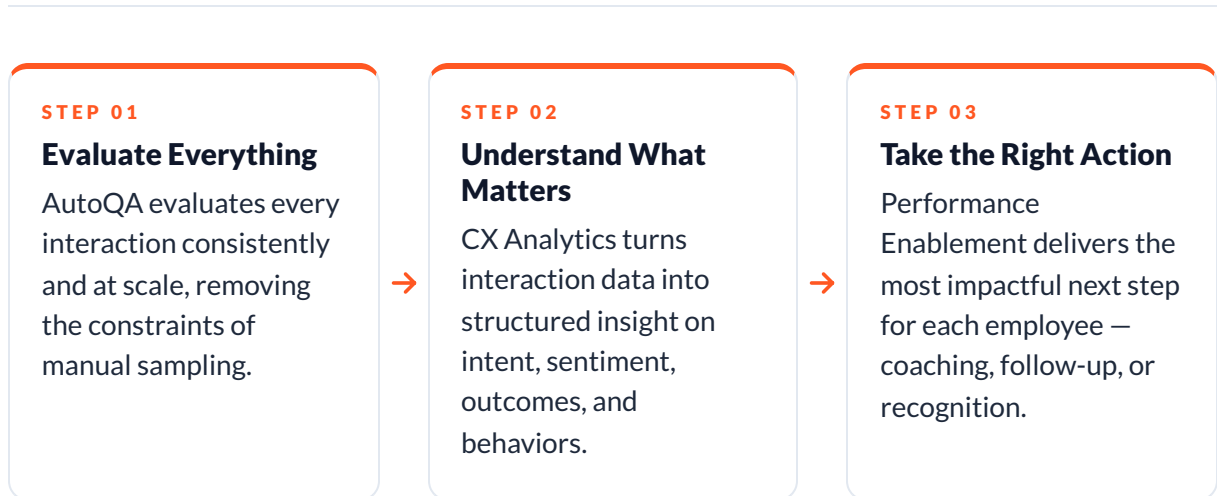


FIGURE 03 · AMPLIFAI AGGREGATES DATA FROM ACROSS CRM, CCAAS, QA, WFM, AND CX ANALYTICS INTO ONE CONTINUOUSLY-UPDATED LAYER – THE SUBSTRATE THAT QUALITY, PERFORMANCE, CUSTOMER ANALYTICS, AND AI AGENTS ALL RUN ON.



3 steps, one continuous loop.

Evaluation feeds insight. Insight produces action. Action gets measured – and improves the next evaluation. The loop is the product.



Why each step matters

Evaluate every interaction. AutoQA ensures evaluation is continuous rather than periodic – providing a reliable foundation for understanding how interactions are handled across the entire operation, not a sampled view of a thin slice.

Understand what matters. Rather than presenting isolated metrics, AmplifAI explains **why** those metrics are changing. This allows leaders to focus on root causes rather than symptoms – the difference between watching a dashboard and running the business.

Take the right action. The platform identifies the most impactful next step for each employee, removing the need for manual prioritization and allowing leaders to focus their time where it matters most. Every action is tracked and measured, feeding back into the next loop.

THE INTEGRATED LOOP

- Each interaction is evaluated.
- Every evaluation contributes to insight.
- Every insight drives action.
- Every action is measured – and improves the system over time.



Stop reading. Click around.

A 4-minute guided pathway through Auto QA, Next Best Actions, and the daily game plan — walking through real-world use cases. No form, no scheduling.

The screenshot shows the AmplifAI dashboard for user Sam Lopez. At the top, there's a navigation bar with options like 'Dashboard', 'My Tasks', 'Game Hub', 'Coaching Library', 'Evaluations', and 'Reporting'. Below this, there are filters for 'Timeframe' (May 2026), 'Organization' (Organization 1), and 'Program' (Program 1). Key metrics 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), shows a 94.5% score, labeled 'Above Goal' and '5 points above goal'. A 'Metrics' section is partially visible on the left. A 'My Tasks' table is highlighted, showing tasks for coaching and recognition. A tooltip over the table reads: 'Insights Become Actions. Automatically. Next Best Actions. The root causes and quality gaps identified by Auto QA don't just sit in a report. AmplifAI's Next Best Action engine turns them into a prioritized daily game plan for each leader. The right coaching tasks, for the right agents, based on what the data actually shows.' An orange banner at the bottom of the screenshot says 'INTERACTIVE WALKTHROUGH · ~4 MIN'.

TASK	USER	METRIC	DATE
Coach	Jessie Mart... Customer Ca...	First Contact Resolution is 31...	FEB-22-2026
Recognize	Nonie Jeffe... Customer Ca...	Excellent improvement on...	FEB-21-2026
	Marcus Chen Customer Ca...	Follow-up on NPS commitment. Au...	FEB-16-2026
	Lizette Cott... Customer Ca...	Survey feedback indicates Lizette...	FEB-23-2026

WHAT YOU'LL SEE

- **Auto QA** evaluating every interaction — not a 2% sample.
- The **Next Best Action** engine turning insight into a daily game plan.
- Coaching, recognition, and follow-ups already prioritized for each leader.

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[OR BOOK A MEETING](#)



From manual interpretation to guided execution.

A connected system fundamentally changes how a contact center operates day to day — what leaders do with their time, and how performance compounds over time.

Leaders no longer spend their time assembling and interpreting data. Instead, they are guided by clear, prioritized actions. Coaching becomes consistent and measurable. Quality is no longer a periodic review process, but a **continuous source of insight**.

Most importantly, the effort required to manage the operation is significantly reduced. Time is no longer consumed by administrative tasks and manual analysis. It is redirected toward improving performance and developing people.

	BEFORE – FRAGMENTED	AFTER – AMPLIFAI
Quality	Manual, sample-based reviews on a small fraction of interactions.	Every interaction evaluated automatically and consistently.
Insight	Isolated metrics across disconnected dashboards; the “why” is unclear.	Root-cause insight on intent, sentiment, outcomes, and behaviors.
Coaching	Reactive, inconsistent, and dependent on individual judgment.	Targeted next-best actions delivered to each employee.
Leader time	Spent gathering data, reconciling reports, and prioritizing.	Spent improving performance and developing people.
Operating mode	Periodic, project-based interventions.	Continuous, proactive improvement loop.

FIGURE 03 · OPERATING MODEL SHIFT ACROSS THE FIVE THINGS CONTACT-CENTER LEADERS DO EVERY DAY.



Outcomes that compound over time.

Because improvements are produced by a system rather than individual effort, they hold — and they compound, quarter over quarter.

100%

OF INTERACTIONS
EVALUATED, NOT A
SAMPLED FRACTION.

~2x

LEADER TIME
REDIRECTED FROM
ANALYSIS TO
ACTION.

1

OPERATING MODEL
— FOR PEOPLE AND
AI AGENTS ALIKE.

Operationally

Organizations reduce the overhead associated with managing performance. Leaders become more effective as their time is focused on execution rather than analysis. Teams operate with greater consistency as best practices are **identified and scaled**, not rediscovered each quarter.

On performance

Customer experience, productivity, and revenue outcomes improve. Because these gains are driven by a system, they are **sustained over time** rather than dependent on individual effort or one-off coaching pushes.

WHAT LEADERS REPORT

- Less time assembling reports — more time on coaching that moves the metric.
- Coaching that is consistent across leaders, sites, and shifts.
- Quality programs that finally cover 100% of interactions, not 2%.
- A single operating model that scales as AI agents join the team.



Complexity is rising. AI changes what is possible.

Customer expectations are higher, channels are expanding, and data volumes are growing rapidly. Traditional tools were not designed to operate in this environment.

The complexity of contact center operations continues to increase. At the same time, advances in AI have made it possible to **analyze interactions at scale, identify patterns, and guide actions in real time.**

Organizations that adopt a system-based approach will be better positioned to manage complexity, improve performance, and deliver consistent customer experiences. Those that don't will keep hiring analysts to keep up with their dashboards.

“Contact centers do not need more data. They need a better way to use it.”

AMPLIFAI · SOLUTIONS TEAM

Conclusion

AmplifAI provides a system that connects evaluation, insight, and action into a continuous loop. By reducing the effort required to manage the operation and enabling targeted performance improvement, it transforms how organizations operate.

The result is a contact center that is more efficient, more effective, and better equipped to meet the demands of modern customer experience.

NEXT STEPS

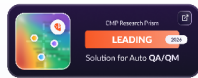
Walk through the platform's use cases, or talk to the team.

Email sales@amplifai.com · visit amplifai.com

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