

Transform your contact center with employee-centric AI

An overview of AI powered contact center transformation



| Coaching Comparison | | |
|---------------------|----------------|-----------------|
| MANAGER | # OF COACHINGS | COACH EFX INDEX |
| 1 Leani Li | 18 | 72% |
| 2 Sam Lopez | 20 | 70% |
| 3 Theo Ward | 18 | 55% |
| 4 Hazel Jones | 18 | 55% |
| 5 Leslie Davis | 18 | 44% |

Coaching Details

DetailsChat

Sam LopezToday

Almost to the commit date, keep focusing on closing calls strong!

Lesean PattersonToday

Thanks - and thanks for the tip earlier!

Send a message connected to the active coaching session

Enter your message

0/250

Send

Record Session

⏸

✓

📎

Recording



| Metrics | | | Updated Through 8:00AM | |
|--------------------|-------------|---------------|------------------------|--|
| METRIC | PERFORMANCE | ACTUAL / GOAL | | |
| CSAT | | 86 / 90 | ... | |
| Quality | | 78 / 70 | ... | |
| Sales Conversion % | | 33 / 30 | ... | |
| | | 64 | | |

What is AI powered contact center transformation?

AI-Powered Contact Center Transformation signifies a fundamental shift in how contact centers operate.

AmplifAI leverages the power of artificial intelligence to overcome the challenges posed by information overload, complex CX, and inconsistent performance management, thereby driving substantial improvements in frontline productivity, engagement, and overall effectiveness for all contact center roles.

The Challenge

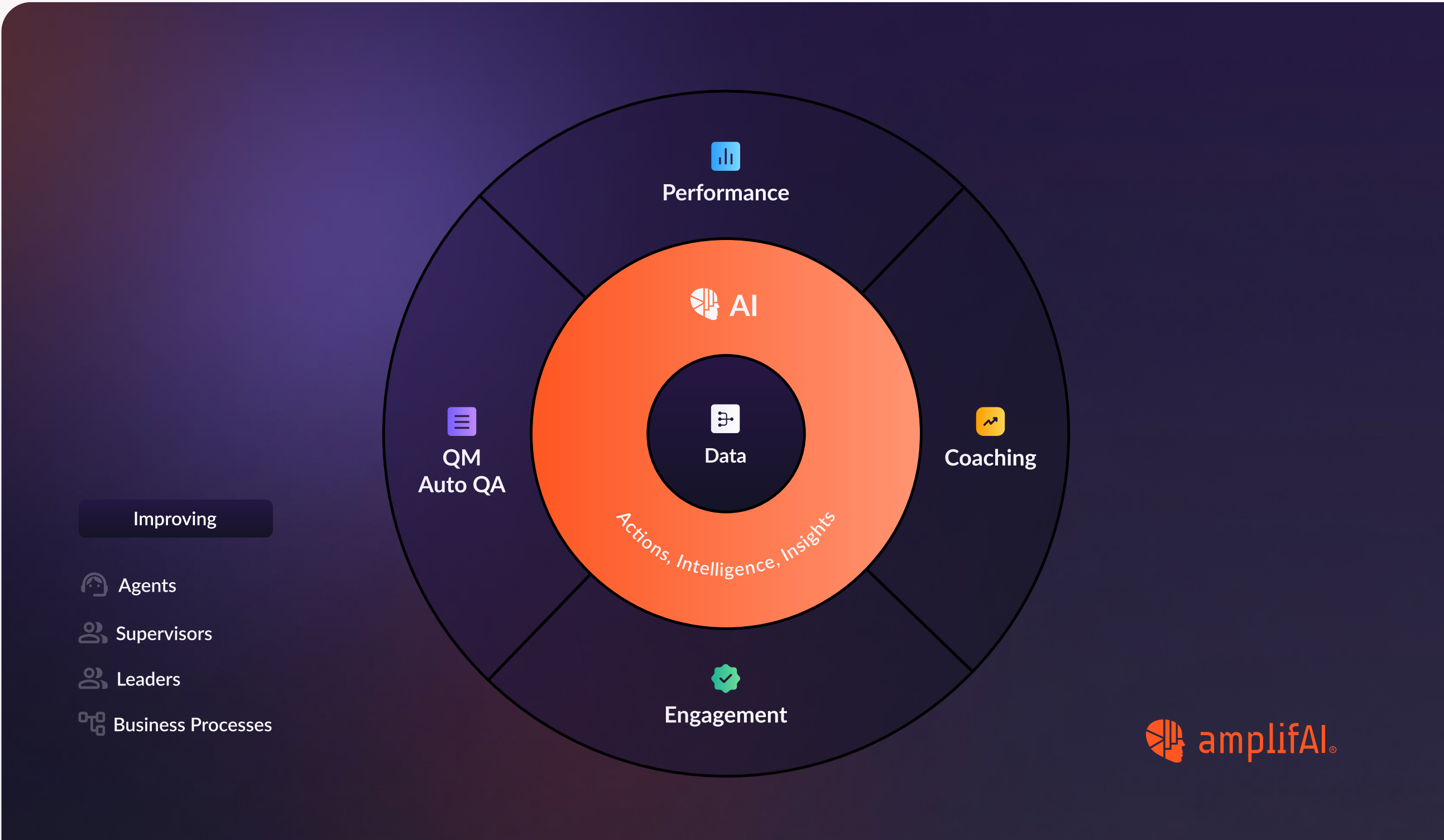
Modern contact centers are inundated with data from disparate systems like CRM, ticketing tools, quality assurance platforms, and workforce management solutions.

This overwhelming influx of information makes it difficult for frontline associates and managers to identify actionable insights and deliver consistent, effective coaching and performance improvement initiatives.

The Transformation

AI-powered contact center transformation addresses this challenge by harnessing the power of artificial intelligence to:

- Unify and analyze performance data
- Identify high performers and extract insights
- Deliver AI driven coaching, engagement and QA
- Measure effectiveness, improve key metrics and drive business outcomes



AmplifAI empowers organizations to unlock the full potential of their frontline teams, driving superior customer experiences and achieving sustainable business growth. It shifts the focus from reactive performance management to proactive, data-driven development, fostering a culture of continuous improvement and excellence.

AI-powered contact center transformation means better performance, happier agents, and exceptional customer experiences.

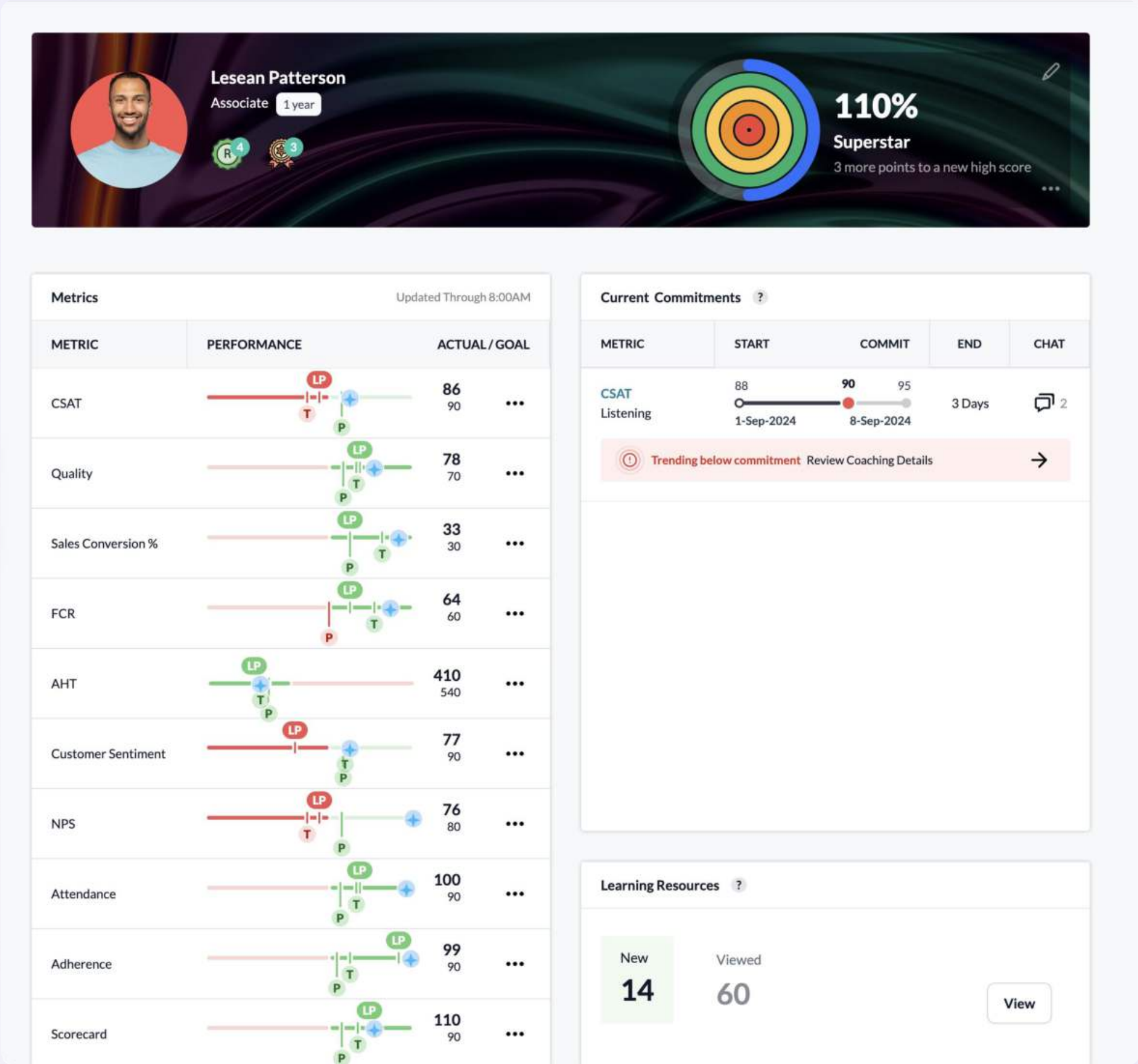


Differentiators

-  **Enterprise Data Ingestion.** Consolidate all data from data warehouse and client reporting and keep up with employee hierarchy changes on a daily basis.
-  **AI-Driven Actions.** Drive performance management, coaching, quality and recognition across all levels (Agents, Managers and Site Leaders).
-  **Data-Driven Coaching.** Deliver coaching actions to leaders and associates based on metric performance and create a consistent repeatable process for improving results.
-  **Measured Effectiveness.** Measure the effectiveness of coaching and improvement actions to help leaders determine the ability of the individuals to develop employees.
-  **Improvement for All Roles.** Drive performance management, engagement, coaching and recognition across all levels (Agents, Managers and Site Leaders).
-  **Run By Contact Center Experts.** AmplifAI was built by contact center experts and continues to bring on seasoned industry leaders who are dedicated to helping our customers achieve best-in-class operations.

It starts with Performance Intelligence

Provide your teams with the visibility and actions they need to elevate CX - no matter your tech stack. Give every role the right data and actions without burdening IT.



Action your data at the speed of light with:

Unified Performance Data. See pre-assembled performance data in one place - every data source is connectable.

Real-Time and Role-Based Views. Access individualized, real-time intelligence for every role - from agents to directors.


High Performer Personas. Digital representations of your A-players establish a universal benchmark of excellence.

Next Best Action. Identify and recommend the most impactful improvement actions for each agent with our AI.

Coaching Effectiveness Scores. Measure the impact of a team leader's coaching on agent performance.

Always Updated and Refreshing. Keep data up-to-date with our patented data ingestion process - always flexible to your needs.

For contact center leaders that want to develop teams into champions, rather than churn through the frontline.




Jessie Merrill

Agent




Metric Name

FCR



45
60

Record Session

Recording

Prep


Reason & Notes

FCR

Complete

Recommended Recognition


Kick off the coaching session with recent successes and recognize the employee using the recommendations listed below. This provides valuable support and sets the stage for a productive coaching experience.



Jessie Merrill is in the top three for **Customer Sentiment** on their team.

Recommended Coaching

Moving on to the core of the session, here are the coaching details that will most effectively improve agent performance.



Behavior: Problem Identification

Behavior based on High Performer Persona and/or Voice Analytics data correlated to FCR - Customer Intent 3 Highest Variance to Agent

Listen to calls with behavior recommendation

High Performer Persona Comparison

Call Type

AI-Driven Coaching Actions. Identify and recommend the most impactful coaching opportunity for each agent with our AI.

Coaching Effectiveness Scores. Measure the impact of a team leader's coaching on agent performance.

Custom Coaching Forms. Create a standard template that aligns specific KPIs, behaviors and notes to every interaction.

Follow Up Date*

09/12/2024

Performance Commitment*

54

Smart Goal of 54 Added

Sub-Metric*

Select Sub-Metric

Behavior*

Problem Identification

Root Cause*



Skill

Metric 1 Notes*

Add Metric Specific Notes

End Recording and Summarize Session

MP3




AI Coaching Summary

Coaching Conversation Summary:

In this coaching session, the primary topic of discussion was to address the Problem Solving metric specifically. The session opened

AI-Driven Quality Assurance

For contact center leaders that want to transform their QA from Quality Assurance to Quality Acceleration.

 AI Interaction

Interaction Source

Select the source of the audio file

☒ From Folder

☐ Upload File

Select a recording

Credit Card Sales - 4 Min.wav

0:00

4:49

Transcribe

Make an Impression

Be The Expert

Autofails

Make an Impression

Greet your customer with a friendly, genuine hello and mention we are on a recorded line if it's an outbound call

Yes

Add Notes

Confirm the reason for the call and display an "I can help you with that" attitude

Yes

Amplify QA teams efficiency, effectiveness and happiness with:

Auto QA and Quality Copilot. Supercharge your QA and analyze every customer interaction. Easy interactions are auto-scored and complex ones trigger review.

Quality-Driven Coaching. Create a perfect feedback loop where quality data like auto-fails and low scores fuel targeted coaching for frontline teams.

QA-Driven Recognition. Extend the AI feedback loop to high-scores and wow-interactions with targeted recognition for every praiseworthy achievement.

360-Degree Performance Insights. Connect quality scores, CRM data, call transcripts, and more for a complete picture of what drives contact center success.

Calibration Workflows. Achieve consistency and accuracy in grading, eliminating subjective evaluations and ensuring fair agent feedback.

Customizable QA Reporting. Analyze the quality insights that matter most for your business, by person, by evaluator, by score, by question and more.

AI Interaction

Summarize

Auto QA

Validate Call Flow

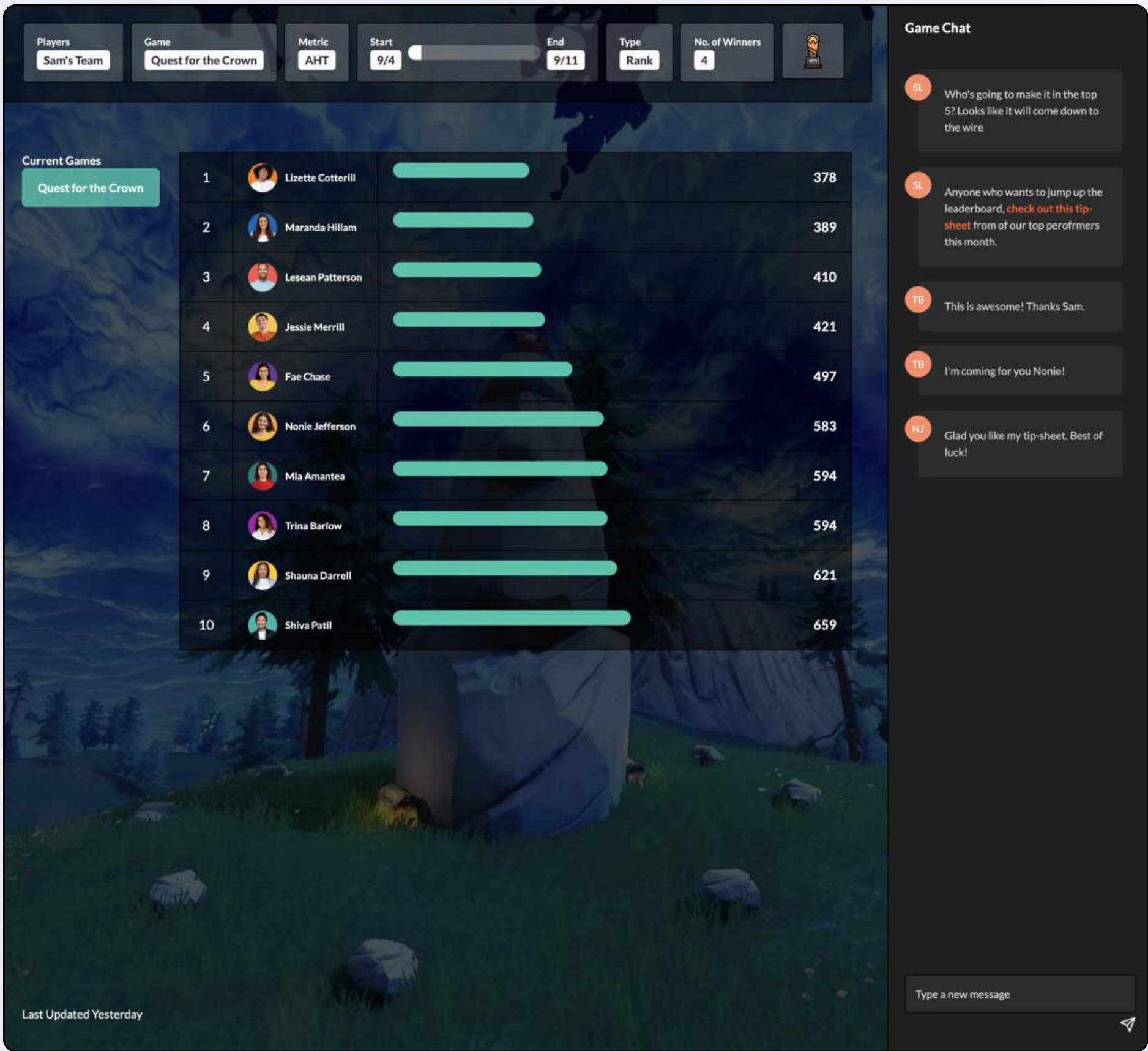
Did the agent verify the identity of the caller clearly? Provide Details.

Yes

Comments: , the agent verified the identity of the caller clearly. The agent asked for the caller's unique four-word code, first and last name, and the last four digits of their social security number. The agent also read through several disclosures, including one about verifying the caller's identity through the Social Security Administration. The caller agreed to all of these steps, indicating that their identity

AI Driven Engagement: Gamification, Recognition and Incentives

For contact center leaders who want to get the most juice out of their teams without feeling the squeeze.



Motivate teams and build a winning culture with:

Smart Recognition. Deliver recognition directly to agents and managers based on recent accomplishments.

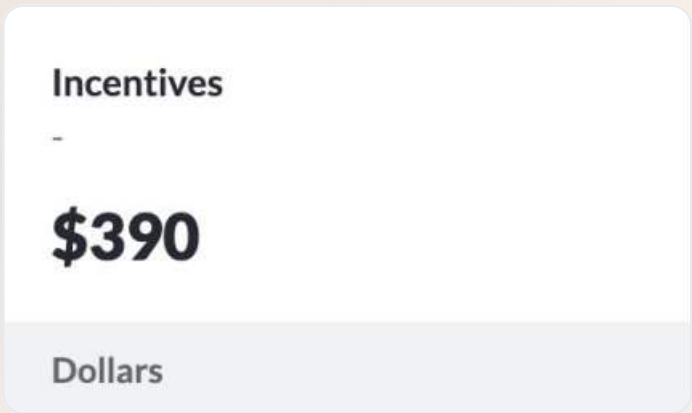
Auto Follow up and Recognition. Trigger automatic recognition actions when agents hit coaching commitments.

Social Recognition. Connect teams to a visual tracker showcasing their progress toward the next scorecard level.

Data Powered Games. Ignite intelligent contests that cater to different skill levels, tenure groups or custom conditions.

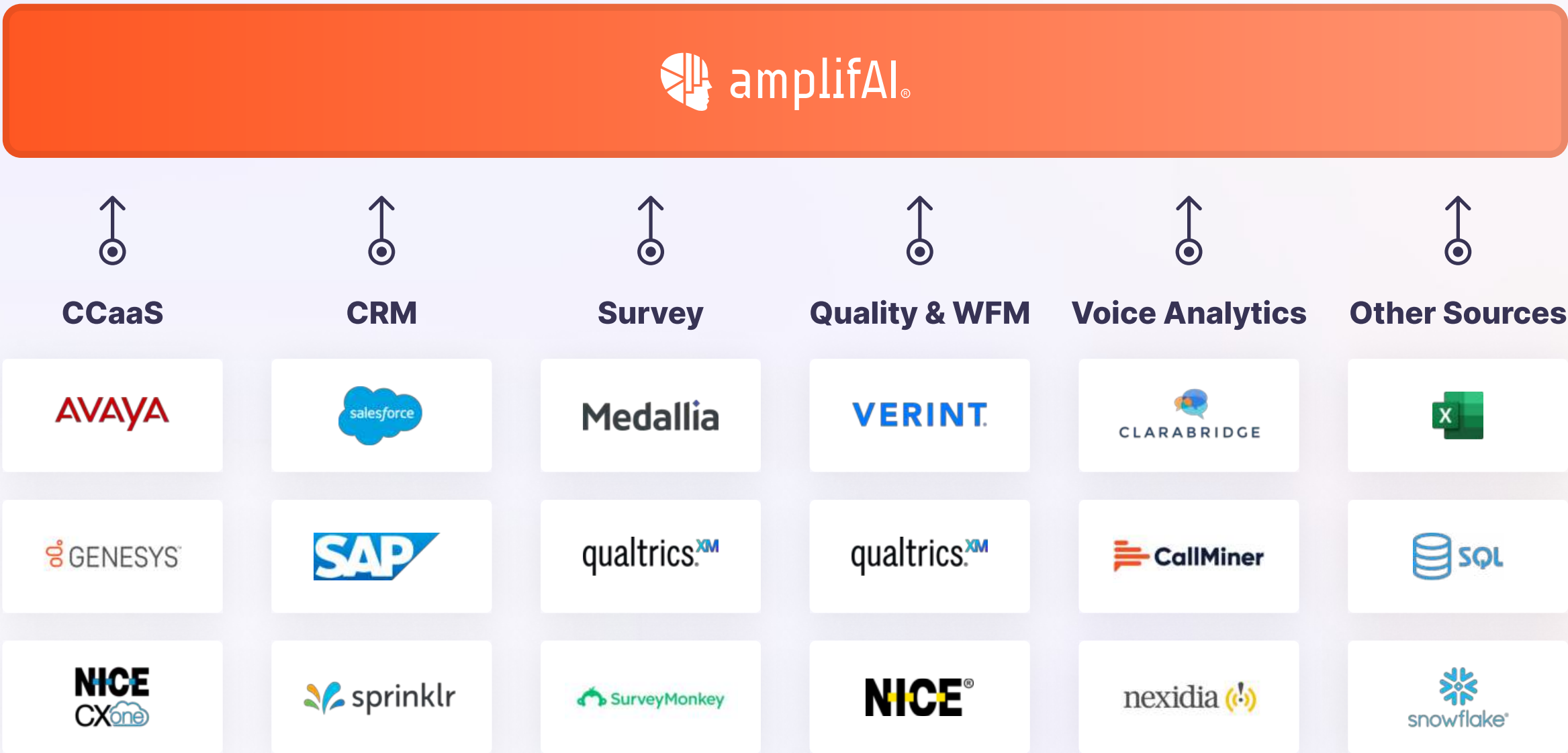
Real-Time Leaderboards. Track game progress, keeping teams focused and striving for the top.

Incentive Calculators, Badges and so much more. Incentive tracker, calculator, avatars, badges, performance comparisons, scorecard levels, points and rewards...



Comprehensive Data Integration

Seamlessly connect every data source – from CRMs to Omnichannel to spreadsheets. No data is left behind, powering your contact center with complete, real-time insights.



150+ connectors unify contact center data within AmplifAI

Enjoy effortless data integration with:

Agnostic Data Integration. Integration is data independent, enabling complete contact center transformation from all data sources. 150+ cloud API's, SQL and spreadsheets.

Organization and Roster Sync. Your entire organizational hierarchy is mapped and updated. This enables every role to receive the actions and insights needed for their role, those above them, and those below them.

Metric and Behaviors Sync. Mapped metrics and associated behaviors create a unified framework for standardized reporting, granular analysis, and AI-driven action recommendations.







Performance Scorecard. Gain a comprehensive, weighted view of agent and leader performance across your contact center with live scorecards that adapt to your evolving priorities and drive better action.

Initial Implementation. Our professional service teams make it easy to map your organization's needs into the AI-ready platform, with initial implementations ranging from 100s to 10,000s of users.

Continuous Updates and More. This is not a one time lift and shift. Our performance guides maintain active account relationships and ensure your contact center data is always accurate and up-to-date.

Employee-Centric AI and Actions

We prepare the best actions for every role, from agent to director. You reinvest your time maximizing contact center results.

| Daily Gameplan | | | | |
|----------------|--|-----------|--------------------|------------|
| PRIORITY | NAME | ACTION | METRIC | SUB-METRIC |
| 1 |  Jessie Merrill Agent | Coach | FCR | SMS |
| 2 |  Mia Amantea Agent | Follow Up | CSAT | Chat |
| 3 |  Nonie Jefferson Agent | Recognize | Sales Conversion % | Voice |
| 4 |  Shiva Patil Agent | Coach | AHT | SMS |
| 5 |  Shauna Darrell Agent | Coach | FCR | Voice |
| 6 |  Maranda Hillam Agent | Follow Up | CSAT | Voice |

Scale high-performers with:

Next Best Action AI. Patented next best action elevates frontline teams by identifying the most effective actions to enhance behaviors, productivity and results.

High Performer Persona Modeling. Create a blueprint for success by modeling the winning behaviors of your top performers, scaling all-star actions company-wide.

Smart Recognition. Craft personalized, results-driven recognition messages tailored to each user, boosting engagement and fostering positivity.

Quality Co-Pilot and Auto QA. Drive a comprehensive quality feedback loop by combining auto QA, quality-driven coaching and QA recognition.

AI Coaching Plans and Summaries. Gain coaching insights with AI-driven game plans and summaries, improving focus, effectiveness, and productivity during 1 on 1's.

AI Training, Predictive Goals & more. Upskill new-hires with simulated customer conversations, help agents hit realistic targets with predictive goals, and much, much more...

Market Awareness

Gartner Cool Vendor

Customer service and support technology

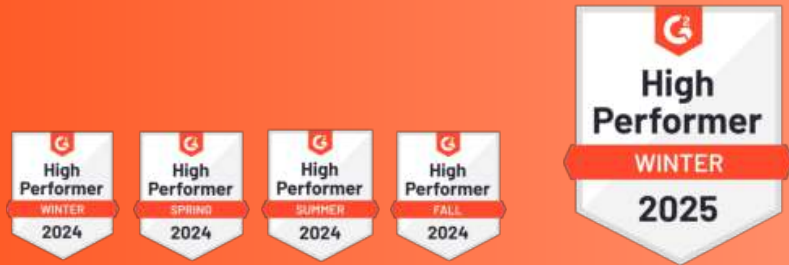


Gartner Cool Hype Cycle Mentions

Vendor in 12 hype cycles reports 2023 - 2024



G2 High Performer



G2 Momentum Leader



Darnell Brooks • 2nd
Director, Operations Process & Strategy at The Home Depot
2d • 🌐

+ Follow ...

Shout out to the **AmplifAI** team! Hands down the best performance management vendor in the industry. AmplifAI has delivered tremendous results for our outsourcing partners. I couldn't be more proud to call this company a true partner.

"AmplifAI offers an AI-based customer service solution that supports the contact center agent coaching experience, including supervisor coaching effectiveness, to enable targeted coaching at scale. AmplifAI focuses on improving organizational performance through data analysis and AI-driven insights, identifying areas of opportunity, and automating the quality assurance process. AmplifAI aims to support the people and roles within the contact center, with AI as a partner."

Great job **Sean Minter Jimmy Boyett Rey Ortega Melissa Pollock** ! Keep shining and the partnership is greatly appreciated !



Melissa Pollock • 1st
V.P. Client Success at AmplifAI Solutions, Inc. | L&D Leader | CCWomen Me...
1w • 🌐

🎉 Exciting News: AmplifAI Named a Cool Vendor in the 2024 Gartner® Cool Vendors™ in Customer Service and Support Technology Report!
Read the report here: <https://lnkd.in/gDEzcWz5>

From Cool Vendors in Customer Service and Support Technology, 2024

Gartner

Why Cool: AmplifAI offers an AI-based customer service solution that supports the contact center agent coaching experience, including supervisor coaching effectiveness, to enable targeted coaching at scale. AmplifAI focuses on improving organizational performance through data analysis and AI-driven insights, identifying areas of opportunity, and automating the quality assurance process. AmplifAI aims to support the people and roles within the contact center, with AI as a partner.

AmplifAI acts as an AI assistant to supervisors and coaches, automating many historically manual and time-consuming tasks in the QA and performance management process such as:

- Providing automatic QA evaluation, analysis and scoring
- Creating personas of top performing agents
- Recommending key observations and opportunities for improvement
- Preparing coaching plans and coaching advice

The system can even make scheduling coaching sessions easier by determining the best time to hold coaching sessions and by recommending actions based on agent availability and performance trends.

AmplifAI's Performance Intelligence feature is unique, as it focuses on supervisor productivity and optimization. The system can evaluate the effectiveness of coaching activities, providing visibility into the impact coaching has on performance. Supervisors

AmplifAI's Performance Intelligence feature is unique, as it focuses on supervisor productivity and optimization. The system can evaluate the effectiveness of coaching activities, providing visibility into the impact coaching has on performance. Supervisors (and coaches) can track the effectiveness of their coaching efforts, make data-driven decisions to improve agent performance, and leverage example strategies that mirror top-tier coaches.

From a data standpoint, the AmplifAI platform consolidates data from various systems, including key enterprise systems, by leveraging API integration and AI capabilities to analyze data from across the business. It listens to conversations, uses machine learning and formulates actionable insights that guide coaching sessions. This eliminates the need for supervisors and coaches to spend time manipulating and compiling data, which results in a more unified reporting output across teams.

Gartner, Inc. | G00806935

Page 5 of 19



Uncompromising security, built to your industries highest standards

AmplifAI is committed to safeguarding your data. Our platform employs stringent security measures and adheres to the highest industry standards to ensure the confidentiality, integrity, and availability of your information.

Your data's security is our top priority. With AmplifAI, you can have confidence that your information is handled with the utmost care and protected by industry-leading security practices.

Multi-layered Protection. AmplifAI utilizes network-level segmentation and region-based data segmentation to provide enhanced protection against unauthorized access.

Compliance & Certifications. We adhere to rigorous industry standards, including GDPR, HIPAA, PCI, ISO and SOC 2, demonstrating our unwavering commitment to data protection and privacy.

Proactive Security. Regular penetration tests, network audits, and security assessments are conducted to identify and address potential vulnerabilities.

Data Governance. We maintain strict data governance policies and procedures to ensure the confidentiality, integrity, and availability of your data.

AmplifAI is actively meeting the stringent security needs of Fortune 500 companies in compliance-driven industries, including finance and healthcare.

What to consider when choosing a contact center transformation solution...

Now that you understand the power of AI-driven transformation for your contact center, it's crucial to select the right provider. Some key factors to consider include:

Agnostic Integration Capabilities. Can the solution effortlessly ingest data from all your sources, including cloud platforms, homegrown systems, and even flat files? The more comprehensive the data ingestion, the more powerful the transformation insights will be.

Expert Guidance and Ongoing Support. Does the provider have seasoned contact center professionals on their team? Their expertise can guide you through the transformation process and ensure you maximize the value of the AI solution. Avoid vendors who simply offer software without the necessary support and guidance beyond going-live.

Going Beyond Agent-Level Impact. Does the solution focus solely on agent performance, or does it extend its transformative capabilities to other critical roles like team leaders, managers, and trainers? A truly impactful solution will elevate the entire contact center operation.

Comprehensive Solution vs. Point Solution. Does the provider offer a comprehensive suite of AI-powered solutions to address various aspects of contact center operations, or do they focus on a single capability like gamification or reporting? To fully utilize the efficiency and effectiveness of all contact center roles, a comprehensive solution set is often necessary.

Be the best at serving customers exceptionally.

Reach out to see how AmplifAI can help you achieve your contact center goals and exceed the expectations of today's digitally connected customers.

It's time to rewrite the rules of contact center performance.

[Book a call](#)

