



# How The Home Depot improved Agent Productivity, Customer Satisfaction, and \$135MM in Additional Revenue

CUSTOMER STORY





### About

- **Industry:** Retail, Home Improvement
- **Company Size:** Enterprise
- **Use Cases:** Customer Support, Sales

The Home Depot is a major US retail company that sells home improvement products like tools, construction items, and appliances, and services like fuel and transportation rentals.

As the biggest home improvement store in the US, it has more than 2,300 locations in North America and around 465,000 employees.



AmplifAI is one of the greatest tools ever, it reduces the amount of time I spend deep diving and reviewing trends and puts it all in one report that is easily accessible by a click of a button.

Rico, Operations Supervisor,  
The Home Depot

## How The Home Depot improved Agent Productivity, Customer Satisfaction, and \$135MM in Additional Revenue

### The Problem

- Customers demanded expertise in all problems and products by the associates, impacting customer satisfaction
- Lengthy preparation during the associate feedback process left little time for delivery
- Frontline agents' performance declined without effective coaching

### The Solution

The Home Depot wanted to ensure agents were knowledgeable of their products and can quickly address customer questions efficiently. They implemented AmplifAI to:

- Improve performance transparency and productivity for agents and supervisors
- Measure and improve the impact of coaching sessions between supervisors and agents
- Identify behaviors that align with agent performance



### The Results

**4%**

Increase in Agent Productivity (AHT)

**20%**

Increase in Customer Satisfaction

**\$135 MM**

Increase in Incremental Annual Revenue

