



Top 3 U.S.
INSURANCE COMPANY

A Premium on Performance: How AI Driven Coaching Improved AHT and Sales Conversion for Top US Insurance Company

CUSTOMER STORY



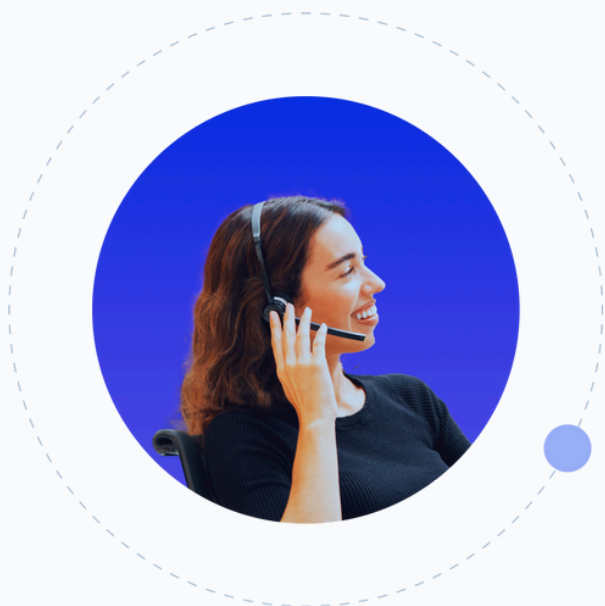


About

- **Industry:** Insurance
- **Company Size:** Enterprise
- **Use Case:** Customer Support, Operational Efficiency

A leading provider of auto, home, and other insurance products is known for its innovative approach to customer service.

With a large contact center network, the enterprise understands the critical role of agent performance in delivering exceptional customer experiences.



The Problem

The insurance provider faced several challenges in optimizing their contact center operations and maximizing agent performance:

- **Data Overload:** Frontline leaders were overwhelmed with manual data collection and reporting from multiple systems, leaving limited time for coaching and performance improvement efforts.
- **Limited Coaching Visibility:** The Insurance Provider lacked a clear view of ongoing coaching activities and their overall impact on agent performance.
- **Operational Bottlenecks:** The manual data analysis process hindered the identification of performance trends and opportunities for targeted coaching interventions.

The Opportunity

Leaders recognized the need for a streamlined, data-driven performance and coaching solution to overcome these challenges. They sought to empower frontline leaders with actionable insights and optimize coaching practices to drive operational excellence and enhance customer satisfaction.

The Solution

The insurance provider partnered with AmplifAI, a leading AI-powered performance enablement platform. AmplifAI's solution addressed Progressive's challenges by:

Automating Data Collection & Analysis: The platform aggregated data from various sources into a single, unified location. Supervisors and coaches gained instant access to a comprehensive view of agent performance metrics - eliminating manual compilation and delivering real-time insights.

AmplifAI Confidential



The Results

5%
Reduction in Average Handle Time

7%
Improvement in Sales Conversion %

43%
Increase in coaching activity

12%
Increase in Coaching Effectiveness



The Solution

- **Illuminating Performance Transparency:** Agents and team leaders gained on-demand access to clear performance data and actions, fostering ownership over individual metrics and streamlining the identification of areas for improvement.
- **Streamlining Coaching Process:** The platform facilitated the creation and logging of coaching sessions, ensuring a consistent approach to agent development.
- **Driving AI Coaching Actions (Next Best Coaching Action):** The solution analyzed agent performance and provided data-driven recommendations to team leaders. This included pinpointing specific goals to prioritize during coaching sessions as well as opportunities for both recognizing wins and addressing performance gaps. This empowered team leaders to make the best use of their limited coaching time.
- **Tracking Leader Coaching Effectiveness:** By tracking the percentage of coaching sessions leading to measurable agent improvement, the platform helped isolate team leader effectiveness from the overall raw performance of their team. This provided valuable insights into where to target team leader development efforts for maximum impact.

The Results

The implementation of AmplifAI's platform yielded significant results for the provider's contact center operation:

- **AHT Reduction:** Focused coaching activity (16% of all coaching sessions) translated to a nearly 5% improvement in Average Handle Time (AHT), contributing to greater efficiency and cost savings.
- **Sales Conversion % Improvement:** 27% of all coaching sessions were focused on Sales Conversion %, and translated to a 7% improvement in Sales Conversion), contributing to greater efficiency and cost savings.
- **Increased Coaching Activity:** Progressive saw a 43% increase in coaching sessions, demonstrating the platform's effectiveness in promoting a coaching culture.
- **High Engagement:** 85% of completed coaching sessions were acknowledged by agents, indicating a positive response to the personalized feedback and guidance.
- **Measurable Impact:** Coaching effectiveness improved by 12 percentage points, demonstrating a tangible impact on agent performance.

