



How Support Services Group Wins Exclusive Contracts and Increases Business Volume by 70%

CUSTOMER STORY





About

- **Industry:** Business Process Outsourcing (BPO)
- **Company Size:** Enterprise
- **Use Case:** Customer Support and Performance Optimization

SSG is a leading Business Process Outsourcing (BPO) provider specializing in delivering exceptional multi-channel customer support.

With a focus on tailored solutions and a commitment to client success, SSG leverages its expertise and innovative technology to achieve outstanding results.



AmplifAI's team brings a combined 200+ years of contact center expertise. When SSG chose AmplifAI, they made a partnership, not a purchase

Lorie J. | Former VP of Ops at SSG

The Problem

Support Services Group (SSG) faced challenges in optimizing contact center performance and delivering exceptional customer experiences for their growing client base. They needed to :

- Improve the overall experience of SSG's client's customers
- Increase business with SSG's consumer goods retailer client
- Identify new technology to improve the customer experience

The Opportunity

One of SSG's clients – a consumer goods retailer – was looking for contact center support for their retail service team. Beyond the support services, the client was looking for forward-thinking technology to improve their customer experience. After reviewing their options, the client chose to split their support needs between SSG and another BPO.

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.



The Results

70%

Increase to Business Volume

20%

Reduced Time to Proficiency by 15+ Days

6%

Improvement in Customer Satisfaction

NEW

Adds New Lines of Business

The Solution

- **Creating 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.

With frequent checkins and quarterly reviews, SSG has felt supported in more ways than software. AmplifAI's team brings a combined 200+ years of contact center expertise. When SSG chose AmplifAI, they made a partnership, not a purchase



Lorie Johnson
Former VP of Ops



The Results

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

- **Improving Time to Proficiency:** After implementing AmplifAI, the BPO reduced the client's new-hire time to proficiency (TTP) by over 20%, from 75 days to 60 – sometimes as low as 45 days!
- **Elevating CSAT:** Data-driven action plans led to a 6% increase in overall customer satisfaction from email conversations and produced a 100% task completion rate for both phone and email (originally 78% and 76%, respectively).
- **Impressing Clients:** Impressed by the significant performance difference between SSG's agents and those working for the BPO's competitor, the consumer goods retailer decided to move all the competing BPO's seats over to SSG.
- **Upping Business Volume:** This additional headcount and decrease in TTP allowed Support Services Group to increase its business volume by 70%.
- **Expanding Solution:** SSG prides itself on delivering top-notch customer experiences. AmplifAI not only helps them deliver on their promises to customers, but it helps SSG quickly prove its value. Support Services Group has plans to implement AmplifAI for other clients before the end of the year.