



**GIANT**  
ENTERTAINMENT

# Giant's Ride to Reducing Ring Time by 16% with AI Powered Contact Center Transformation



CUSTOMER STORY

ENTERTAINMENT

HOSPITALITY

AVG. RING TIME





## About

- **Industry:** Hospitality and Entertainment
- **Company Size:** Enterprise
- **Use Case:** Frontline Performance Optimization, Coaching and Gamification

Giant Entertainment is a universally-renowned leader in theme parks and entertainment resorts.

They create immersive experiences that bring stories and characters to life, captivating guests from around the globe.

\*Giant Entertainment is a pseudonym for an American multinational mass media and entertainment conglomerate.



“It’s crazy. Customers are being served faster, sales are up, and our agents feel supported. It’s great to see the fundamentals of good coaching at work.”



Leo M.  
Operations Supervisor

## The Problem

Giant Entertainment faced challenges in maximizing agent performance and delivering exceptional guest experiences:

- **Delayed and Difficult Data Access:** The reliance on weekly spreadsheets for performance data hindered timely coaching and feedback, impacting agent development.
- **Lack of Performance Visibility:** The absence of a centralized platform made it difficult to track progress and identify areas for improvement.
- **Limited Agent Development and Coaching Effectiveness:** The existing coaching process lacked the data-driven insights needed to provide targeted and impactful feedback to agents.

## The Opportunity

Giant was seeking a solution to streamline data access, enhance performance visibility, and empower their coaches with actionable insights. The company's overarching aim was to drive agent success through improved interaction efficiency, ultimately leading to exceeding guest expectations.

## The Solution

Giant partnered with AmplifAI to implement an AI-powered performance enablement platform across various teams, including Guest Support Services, Sales, VIP Sales, and Alternate Channels. The platform addressed their 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 Result

# 16%

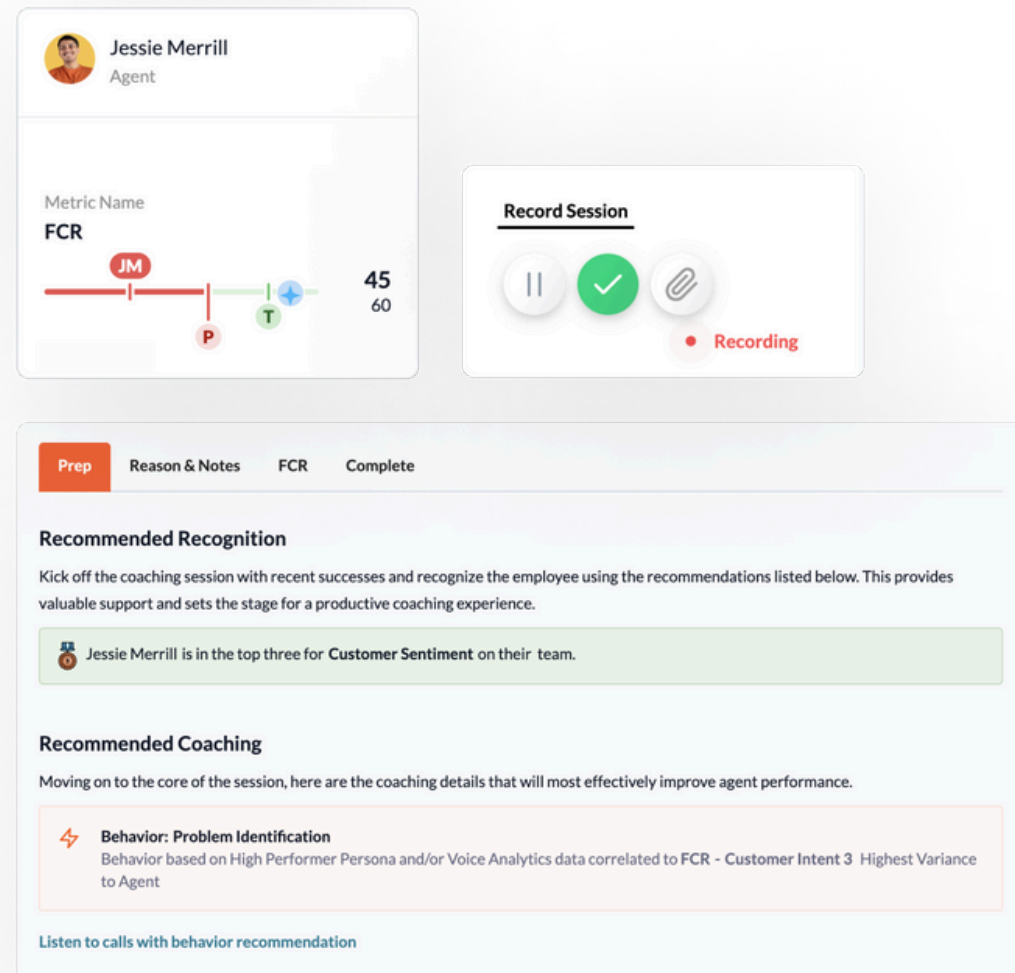
Reduction in Avg. Ring Time

Streamlined data access and precise daily actions fostered a more efficient and effective coaching environment, leading to improved agent performance and ultimately, the significant 16% decrease in average ring time.



## 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.
- **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.
- **Recurring Gamification:** Daily games, agent ranking, and in-game messaging fosters a sense of friendly competition and engagement across all tenure groups, further motivating agents to improve their performance.



Example of AI-Driven coaching plan.

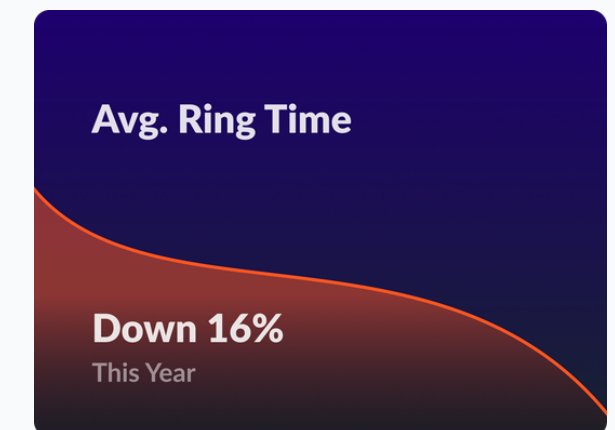
## Internal Impact. The Formula for Targeted Improvement:

- **Improved Coaching Preparation Speed:** It used to take team leaders an hour per agent to prepare for a coaching session. This equates to 15 hours for an average sized team. Now it takes for them 5 minutes per agent, giving them back more than 13 hours per week.
- **Successful Frontline Engagement:** Giant successfully hit their coaching per agent and coaching acknowledgement goals, demonstrating the platform's effectiveness in driving performance.
- **Increased Coaching Effectiveness:** The platform facilitated more impactful coaching sessions, leading to a coaching effectiveness rate above 60%.
- **Improved Coaching Frequency:** Coaching sessions per teammate increased from 1.3 to 2.4, showcasing greater engagement from managers and improved agent development opportunities.
- **Enhanced Agent Experience by 17%:** Agent experience scores saw a remarkable year-over-year increase from 81.62 to 95.80, reflecting a 17.37% improvement.

## External Results

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

- **Reduced Average Ring Time by 16%:** Average ring time decreased from 5.11 to 4.28 seconds, showcasing improved efficiency in handling customer calls



AmplifAI Confidential







# Giant's Ride to Exceptional CX and EX with AI Powered Contact Center Transformation

<b>Prior Pain</b>	<b>Lack of visibility</b> - Frontline leaders were overwhelmed with analysis and reporting	<b>Difficult action planning</b> - Manual leader analysis slowed agent progress and limited action	<b>Inconsistent agent development</b> - Supervisors had little time to coach and their impact was unclear
<b>Solution</b>	<b>Unified Data Source</b> - Data is consolidated into single source and refreshed frequently	<b>Actionable Performance Intelligence</b> - Performance and actions is transparent for all contact center roles	<b>AI-Powered Coaching</b> - Saved time is reinvested into efficient coaching and frontline improvement
<b>Results</b>	<b>16%</b> Reduction in Avg. Ring Time		