The Connection between Real-Time Assist, Conversational Intelligence, QA Automation and AmplifAI

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amplifAI

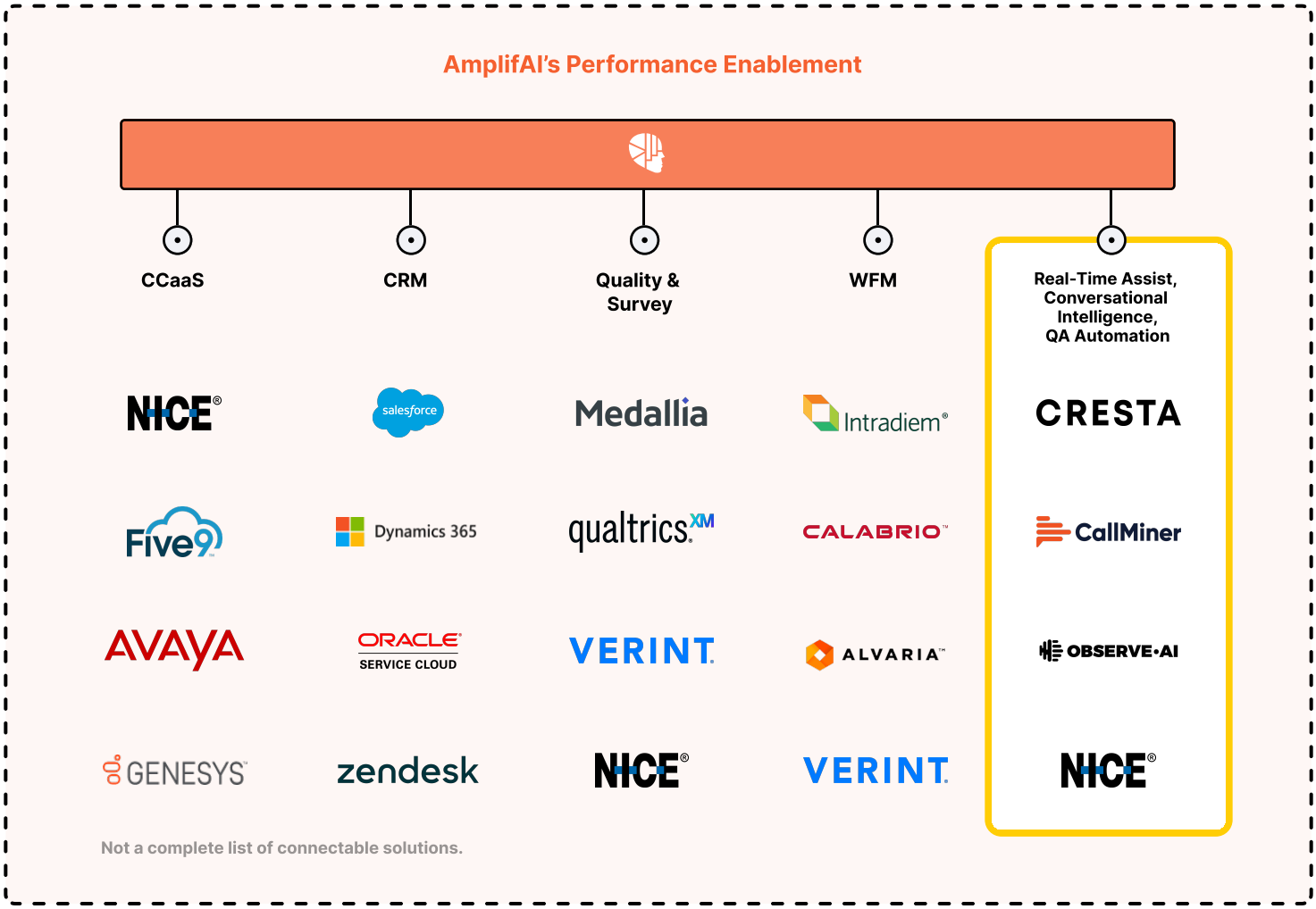
#1

Complementing Performance Enablement

In today's dynamic contact center landscape, it is crucial to understand the distinct roles and benefits of various technologies that aim to maximize productivity, efficiency, and operational performance.

They Don't Compete, They Complement

Real-Time Assist, Conversational Intelligence and QA Automation are powerful solutions, **but are often misunderstood as competing against AmplifAI's Performance Enablement** due to their shared focus on AI contact center improvement. However, each brings unique strengths and functionalities that, when added to AmplifAI's employee development and enablement solution, create a powerful foundation for contact center excellence.



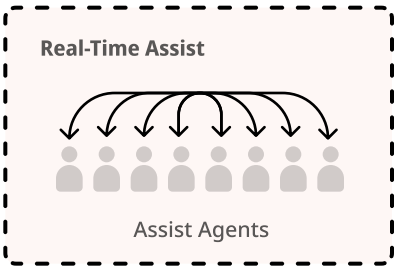
Like other contact center technology solutions (like CCaaS, CRM and Survey tools) Real-Time Assist, Conversational Intelligence and QA Automation tools generate data that is added to the total intelligence AmplifAI uses to drive comprehensive employee development and engagement.

#2

Different Primary Users

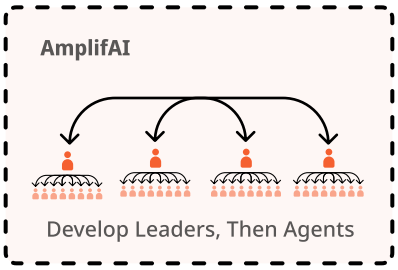
Real-Time Assist is for Agents

One significant distinction between AmplifAI and Real-Time Assist lies in their target users. **Real-Time Assist is designed to aid agents**, particularly new hires and those focused on compliance.



AmplifAI is for Leaders

AmplifAI, on the other hand, emphasizes empowering team leaders and managers - the individuals responsible for guiding and developing agents. AmplifAI does provide valuable intelligence and actions to agents, but the primary users are team leaders and managers.



Improve Leaders → Improve Agents

By concentrating on team leaders and managers, AmplifAI ensures that these key individuals are equipped with the necessary tools, insights, and skills to effectively coach and support agents in all aspects of their jobs. This approach promotes a more significant, long-lasting impact on overall contact center performance, as strong leadership is critical to agent success.

In contrast to Real-Time Assist, which offers valuable but limited to agent support, AmplifAI's comprehensive focus on team leaders and managers fosters a top-down culture of continuous improvement, enabling agents to excel in their roles. By investing in AmplifAI, organizations can strengthen their leadership and drive agent performance to new heights.

#3

Using Solutions like Real-Time Assist for their Core Functions

Real-Time Assist, Conversational Intelligence, and QA Automation are powerful tools in the contact center industry, each addressing specific needs and functions and should be used for those primary functions.

Real Time Assist Example CRESTA

Real-Time Assist primarily focuses on providing immediate support to agents during live customer interactions. Its core offering includes guidance through on-screen prompts, scripts, and suggestions to ensure agents handle customer inquiries effectively and efficiently. By addressing agent needs in real-time, this tool enhances specific aspects of agent productivity, onboarding and training.

Conversational Intelligence Example CallMiner

Conversational Intelligence centers on analyzing agent-customer conversations to extract valuable insights. Utilizing advanced analytics, it identifies areas for improvement, best practices, and trends in customer interactions. The primary function of Conversational Intelligence is to help contact centers refine their communication strategies, enhance agent training, and ultimately improve customer satisfaction.

QA Automation Example OBSERVE·AI

QA Automation streamlines the quality assurance process by automating tasks such as call monitoring, evaluation, and reporting. This enables contact centers to ensure compliance and onboarding, training, and on-call guidance for agents, leading to increased agent productivity and adherence to industry standards.

Solving Specific Solutions

Each of these tools serves a unique purpose within the contact center ecosystem. They should be used for their primary core functions to provide immediate support to agents, analyze conversational data, and automate quality assurance processes, respectively.

#4

The Need for Comprehensive Performance Enablement

To truly unlock the potential of employee-focused, contact center operations, it's crucial to have a comprehensive performance enablement solution like AmplifAI. While tools such as Real-Time Assist and Conversational Intelligence offer valuable capabilities, they do not primarily focus on ongoing coaching, employee development, and enablement, nor do they utilize 100% of the data generated from the contact center.

Action 100% of Contact Center Intelligence

AmplifAI is designed specifically for comprehensive employee development and engagement, **ensuring that every piece of data generated by these specialized tools is actioned by all roles, not just agents**. By effectively harnessing this information, AmplifAI provides the best actions and insights that drive improvements in employee performance and overall call center operations.

Maximize Potential of People, Process and Technology

Comprehensive performance enablement solution is vital for contact centers to fully leverage the capabilities of specialized tools and create a cohesive strategy for employee development and engagement. By combining AmplifAI with the core functions of real-time assist and conversational intelligence solutions, contact centers can optimize their operations and drive exceptional results

Human-Led Coaching vs AI Coaching

When discussing coaching capabilities, people often compare AI coach and human coach functionalities. It's crucial to understand the distinctions between the two and their respective strengths and limitations. AI coaches and trainers, like Cresta's chatbots, are ideal for simple interactions, quick questions, and early-stage training focused on process and product knowledge.

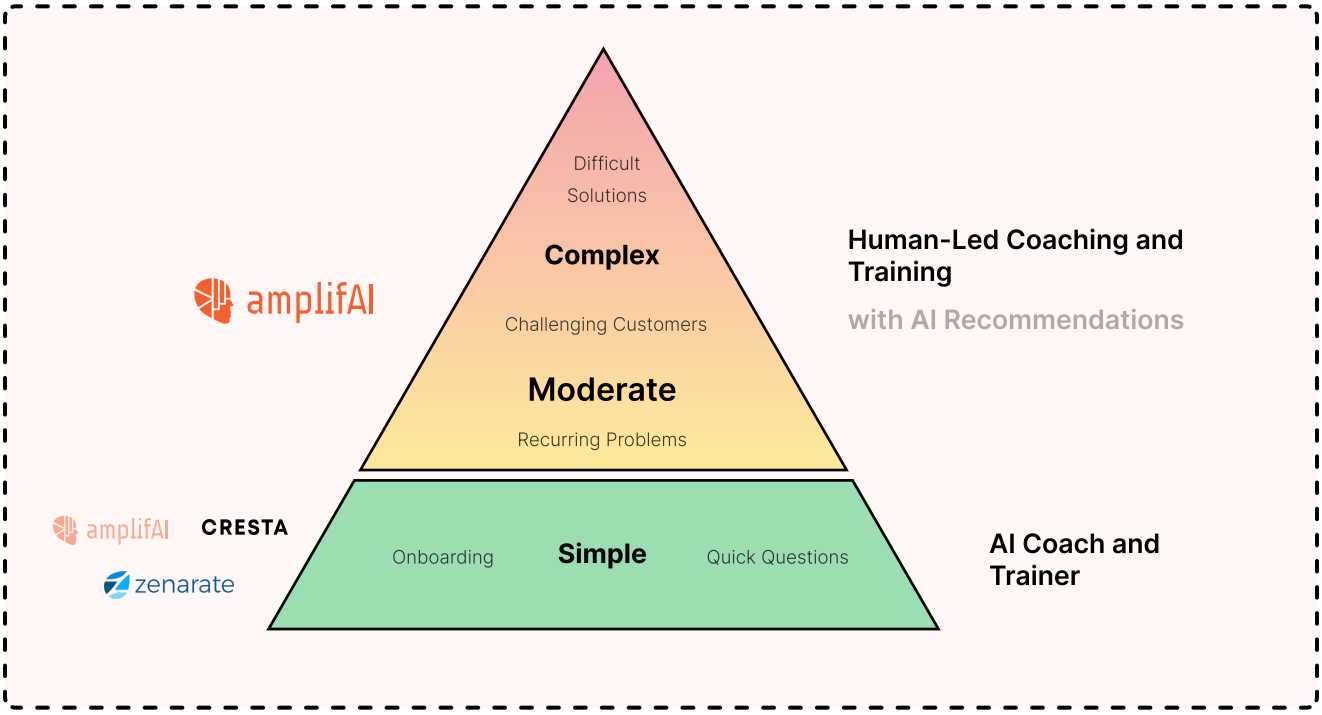
Advanced Coaching for Complex Challenges

However, AmplifAI's coaching capabilities stand out when it comes to more complex, recurring problems and challenges faced by associates, team leaders, or second-level managers. **These more intricate coaching and training scenarios require a human conversation, informed by a comprehensive data ecosystem** that AmplifAI provides.

The Value of Human-Led Coaching

While AI coaches can free up time for team leaders and trainers by handling simpler interactions, there remains a significant need for human-led coaching to address more complicated issues - and this is where AmplifAI's advanced solution maximizes potential coaching returns. The platform focuses leaders on the right coaching opportunities, measures the effectiveness of coaches, and leverages AI & insights from high performing users to optimize development. The solution's foundation in behavioral science extends consistent improvement across all roles, teams and solutions.

Both human and AI coaches serve essential purposes in the coaching and training landscape. AmplifAI recognizes the need for both types of coaching and focuses on providing a comprehensive solution to address various coaching challenges of complex enterprise operations.



A Unified Insights Platform for Employee Enablement

Organizations already face significant challenges with siloed analytics solutions, such as CRM and survey tools, that create disconnected and fragmented views of their operations. As contact centers continue to incorporate individual solutions, like Real-Time Assist, to address specific challenges, the need for a holistic approach becomes even more critical. This is where AmplifAI's unified insights platform becomes essential.

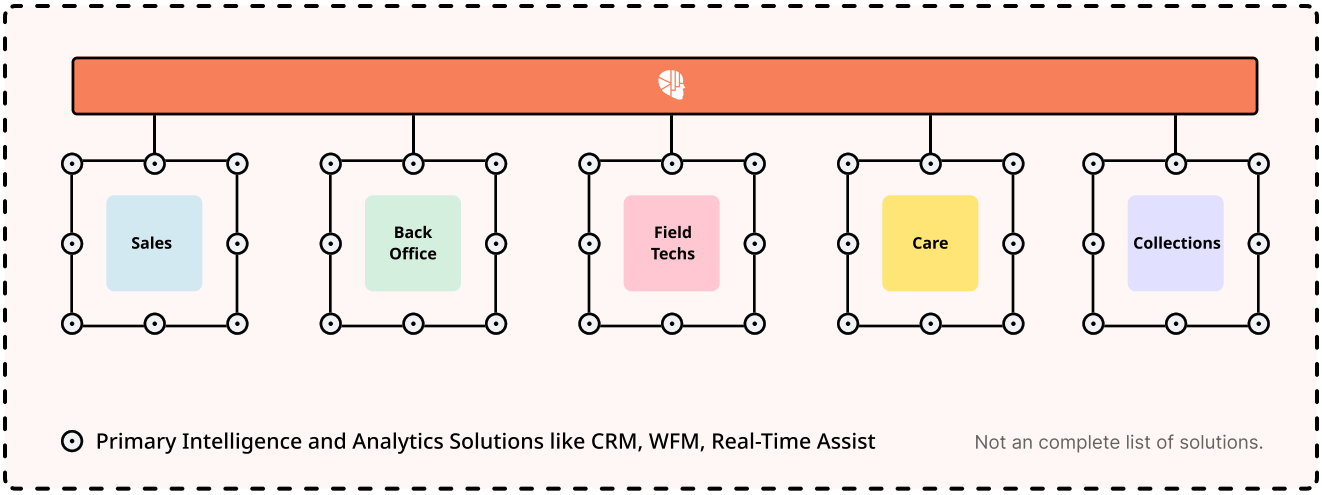
Different Intelligence Sources, One Insights Solution

By providing a single platform for insights that layers across all employees, AmplifAI helps break down data silos and fosters a more connected and holistic understanding of employee performance.

A unified insights platform like AmplifAI is crucial for organizations looking to maximize the value of their data and create a cohesive strategy for employee development and engagement. By integrating insights from various sources and fostering a connected view of employee performance, AmplifAI enables contact centers and other large-scale operations to optimize all of their technology, processes, an people, and drive exceptional outcomes.

Scaling Enablement Across the Enterprise

AmplifAI's comprehensive framework is not limited to contact centers alone; it can be applied to sales, field operations, back-office or any business unit that has an large data generation, repeated activities, and numerous teams focusing on those needs - extending the range of employee development past solutions that are solely focused on contact center agent productivity.



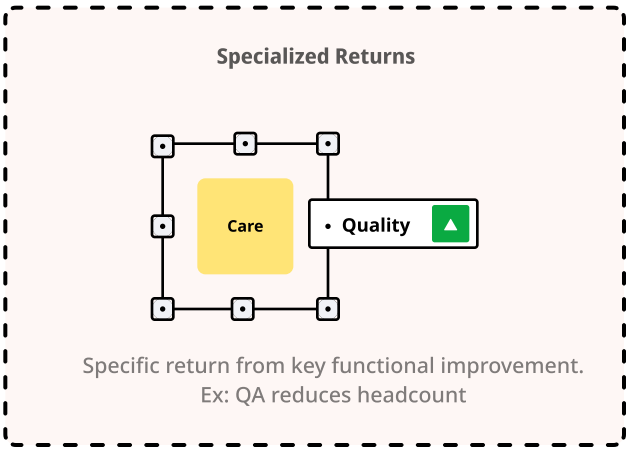
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Different ROI's for Different Solutions

When evaluating the return on investment (ROI) for different tools in the contact center, it's crucial to consider the unique benefits each solution provides.

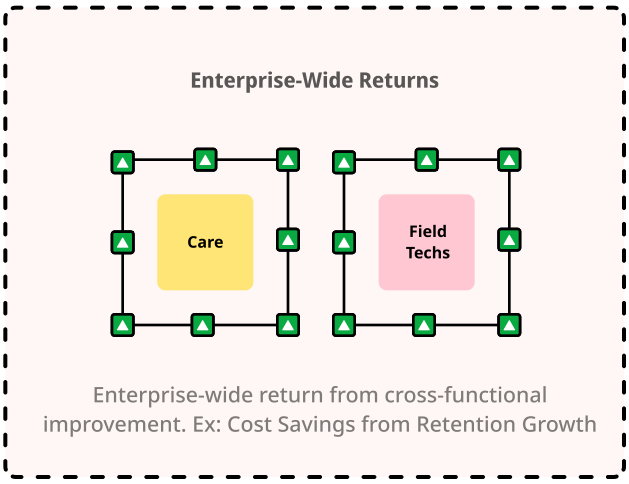
Specialized Returns

Observe.AI, for instance, reduces QA costs by automating portions of the QA process, offering a valuable ROI in that specific area. However, the ROI of a comprehensive performance enablement platform like AmplifAI goes far beyond that of individual tools.



Enterprise-Wide Returns

AmplifAI focuses on improving agent, team lead, and other leader utilization, productivity, and a wide range of key performance metrics, offering an expansive and holistic ROI that encompasses multiple aspects of your call center operation. By leveraging data from various tools, AmplifAI provides actionable insights and drives improvements across the board, leading to better employee retention, organizational outcomes, and ultimately, improved operational cost-savings.



Invest in Complete Performance Enablement for Sustainable Growth

In a competitive market, it's essential to prioritize what's most important for your operation. While specialized tools can deliver valuable ROI in their respective areas, a comprehensive solution like AmplifAI offers a more significant and extensive return by addressing multiple aspects of your business. By investing in complete performance enablement, you can ensure your organization thrives in an ever-changing industry landscape, maximizing ROI and driving sustainable growth.