Global BPO Makes Significant Gains in AHT, FCR, and Coaching with AmplifAI

**67% Better
Coaching EFX**

BPO gains better visibility
into coaching performance

**24%
Better AHT**

Prioritized AHT on scorecard
and in time spent coaching

**4% Better
FCR**

More coaching leads to
significantly better FCR

About the Client

This leading BPO has over 6,500 associates across ten centers located across the globe. They pride themselves on delivering high-quality business processing outsourcing (BPO) services and consistently achieving their clients' goals.

The Opportunity

One of the BPO's clients is a major U.S. telecom provider. The telecom company began working with the BPO in an effort to take their call center's customer service experience to the next level.

The Solution

The BPO turned to AmplifAI's AI-driven software to:
- Ingest data from a countless number of sources
- Identify the root cause of performance problems
- Create a personalized coaching plan for each agent
- Provide all of this data in an easy-to-read dashboard

The Challenge

- Telecom client wanted significant results in two key metrics: AHT and FCR

- Data analysis process was complicated and took supervisors a long time

- BPO was coaching, but their results weren't showing any improvement

- Complicated for BPO to know the focus areas that would make the biggest impact

But it wasn't all about the software. AmplifAI's Customer Success team worked hand-in-hand with the BPO's leadership team to help them determine the focus areas that would make the biggest impact on their telecom client's goals.

> " AmplifAI gave us **one-stop-shop visibility** into performance, coaching, and coaching effectiveness.

Senior Leader, *Global BPO*

The Results

Within just six months of using AmplifAI, the BPO saw gains in both key metrics and in coaching effectiveness. Coaching is now clearly tracked, and they can more easily weight different metrics on their balanced scorecard based on their organization's priorities.

Coaching Effectiveness Improved 67%

Since launching AmplifAI, supervisors have seen an average improvement of 67% in overall coaching effectiveness!

**Coaching Effectiveness**
September 2022 – February 2023
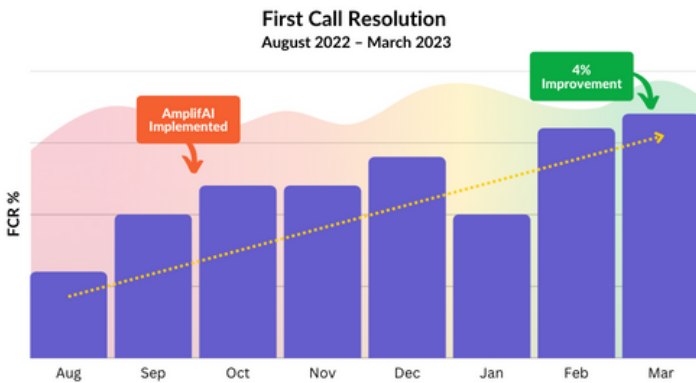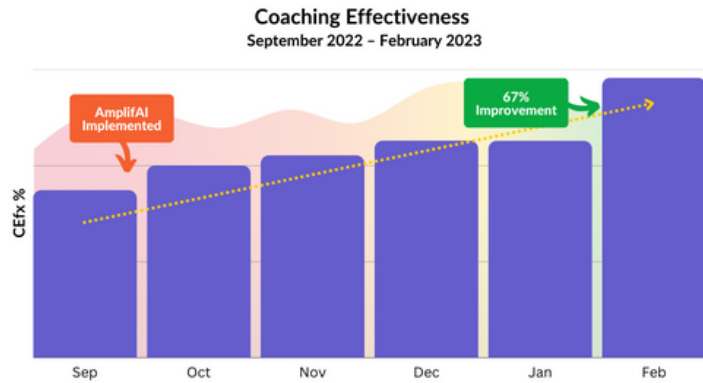
FCR Improved 4%

They increased FCR by 4% in Q4 vs. their Q1-3 baseline. Supervisors are now dedicating 20% of coaching time to FCR since they see this as a big opportunity for improvement.

First Call Resolution
August 2022 – March 2023

AHT Improved 24%

They decreased AHT by 24% in Q4 compared to their Q1-Q3 baseline. They're now prioritizing AHT more on their balanced scorecard and coaching time, and supervisors coaching for AHT show a 66% effectiveness rating.

Average Handle Time
August 2022 – March 2023
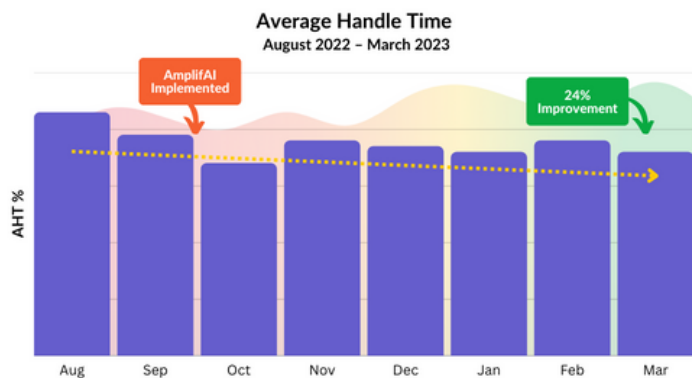
About AmplifAI

AmplifAI is applying science to make teams better! AmplifAI was founded with the goal of leveraging data to create a personalized environment that enables every employee to succeed.

As more companies explore the new generation of hybrid work, innovative leaders and organizations are relying on AmplifAI to enable performance, improve people and make work more fun - wherever work is happening. Powering success for people-centric enterprises around the world.

Want to learn more?

Let's Talk!