



Iterum Increases Sales Performance by 35% in 4 Months with AmplifAI

35% SCR Increase

Iterum Increases Sales Close Rate in 4 Months

Triples Coachings

Time Savings Directly Increases Coachings Sessions

Secures New Business

AI Software Wins Several New Clients for Iterum

About the Client

Iterum Connections is a global BPO providing full-service customer experience service in the regions of Panamá, Jamaica, and Colombia. Iterum’s leadership team brings more than 20 years of BPO experience to help their clients solve every challenge in their customer lifecycle and transform their customer experience.

The Opportunity

Iterum currently supports a U.S.-based telecommunications provider. The telecom provider outsources most of the customer service tasks through various BPOs and maintains an internal scorecard ranking the BPOs against each other across multiple KPIs. “We entered as challengers,” said Juan Lopez, COO at Iterum Connections. “And we were confident we would be able to succeed.”

The Challenge

- Provide exceptional KPI results for client
- Outperform the client's other BPOs
- Meet & exceed sales close rate (SCR) target
- Improve supervisor & agent productivity at scale
- Solidify Iterum's standing as expert in the industry

“[AmplifAI's] solution goes **beyond software** and is a critical tool in our process and operations cadence. AmplifAI has **helped us close several deals**. We now include the software in every Iterum RFP and as a part of our solutions catalog.”

Juan Lopez, COO, Iterum Connections



The Solution & Impact

The telecom company expects each BPO to deliver exceptional performance, including exceeding a Sales Close Rate (SCR) target. Initially, Iterum delivered good results, but they **needed to scale this success** across all their locations.

Iterum turned to AmplifAI's performance enablement software. This platform seamlessly integrates all agent data into a single dashboard. Then using AI, the software determines the Next Best Action for each agent and the best tactics to improve those skills.

While Iterum initially started AmplifAI with a pilot program, they quickly rolled it out across all three locations. Using AmplifAI, the **learning curve for supervisors and agents dropped dramatically**. Plus, all the insight gathered in the platform made the supervisors even more efficient – tripling the number of coachings per month.

In just four months, Iterum increased the number of agents hitting the SCR goal by 35%. They went from having about 40% of agents achieving their client's SCR target to now more than 54% exceeding the goal. The telecom company shared that Iterum's agents were **leading against all the other BPOs** when it came to SCR.

But Iterum's success hasn't just been with this one client.

"We are thrilled to partner with AmplifAI," shared Juan Lopez, COO of Iterum Connections. "Their solution goes beyond software and is a critical tool in our process and operations cadence. AmplifAI has **helped us close several deals**. We now include the software in every Iterum RFP and as a part of our solutions catalog."

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!](#)

