

Case Study

BPO Wins **Exclusive Contract** and **Increases Business Volume by 70%**

70% Increase to Business Volume

Process Improvement Grows Business Volume by 70%

Decreased TTP by Over 20%

Reduced Time to Proficiency by 15+ Days

Adds New Lines of Business

Adds New Lines of Business with Existing Client

About the Client

SSG — a Business Process Outsourcing (BPO) solution provider — partners with companies to provide stellar, multi-channel customer support. With tailored plans custom to each client, SSG prides itself on delivering top-notch support and years of expertise to achieve its client's specific goals.



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.

Business Challenges

-  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

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.**



The Solution & Impact

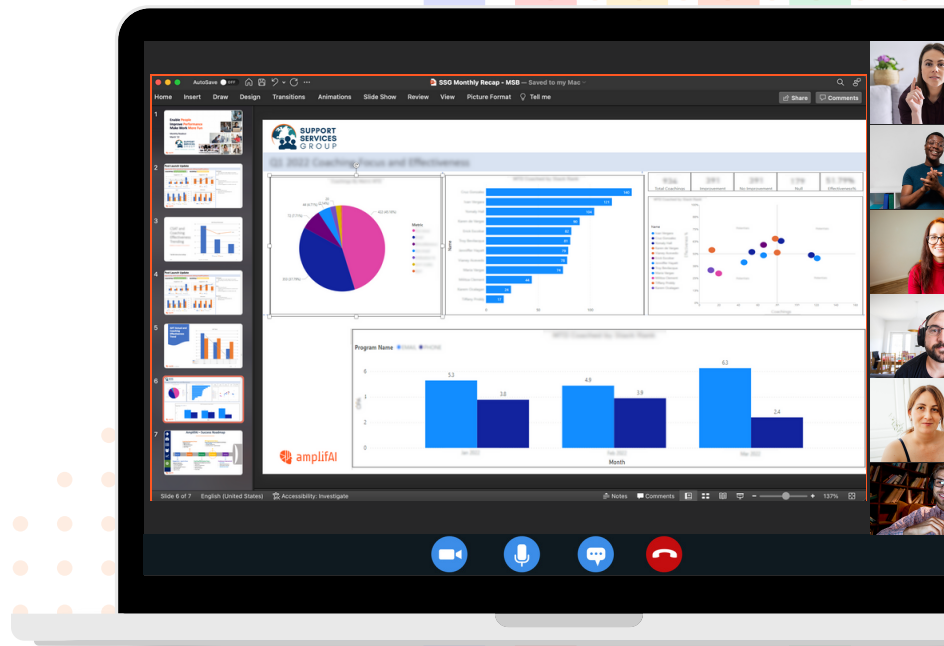
After implementing AmplifAI, the BPO reduced the client's new-hire time to proficiency (TTP) by over 20%, from 75 days to 60 – sometimes as low as 45 days!

Additionally, AmplifAI's 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).

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.

This additional headcount and decrease in TTP allowed Support Services Group to increase its business volume by 70%.

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.



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!](#)

