Top 3 Telecom brand improved close rate by 13 points in first 90 days

13 pts
Increase in Close Rate

25%
Improvement in Coaching Effectiveness

Opportunity

In a fast-paced environment, there was a need to retain agents to ensure sales were converted and close rates were maintained. Inability to pinpoint training and coaching needs was a roadblock to performance.

1. Visibility to sales metrics in real-time
2. Improve employee engagement to manage and improve retention

Previous Pain Points

🚫 Contact Center Agents unable to visually see their performance

🚫 Attrition caused from employees missing bonuses due to lack of coaching

🚫 Negative CSAT results caused from new hires inability to provide quick resolutions

18.33%
29.33%
31.32%

Month 1   Month 2   Month 3
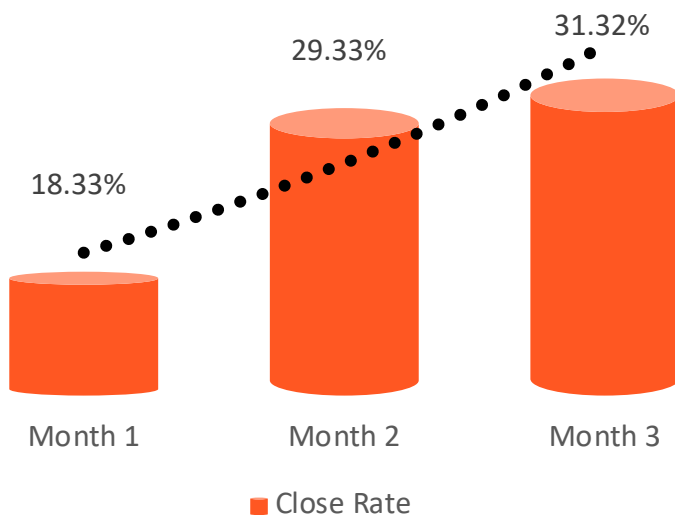
■ Close Rate

Close Rate **improved by 13 pts** over the first 3 months

Results

> "AmplifAI is an invaluable part of our operation as it allows the entire organization to quickly focus on targeted coaching actions for our agents while measuring the effectiveness of each coach."

Global Vice President

Top 3 Telecom Brand
Via BPO

About AmplifAI

AmplifAI is the **AI-Driven People Enablement** Platform for employee-centric workforces. AmplifAI transforms employee data into actions modeled after an enterprise's best-performing people - helping hybrid teams maximize business outcomes, boost productivity and improve engagement.

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

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