

## Customer Story

# Top telecom firm **reduced AHT by 8.7%** and improved NPS over 3 months

## 8.7%

Reduction in AHT

## 40%

Increase in Coaching

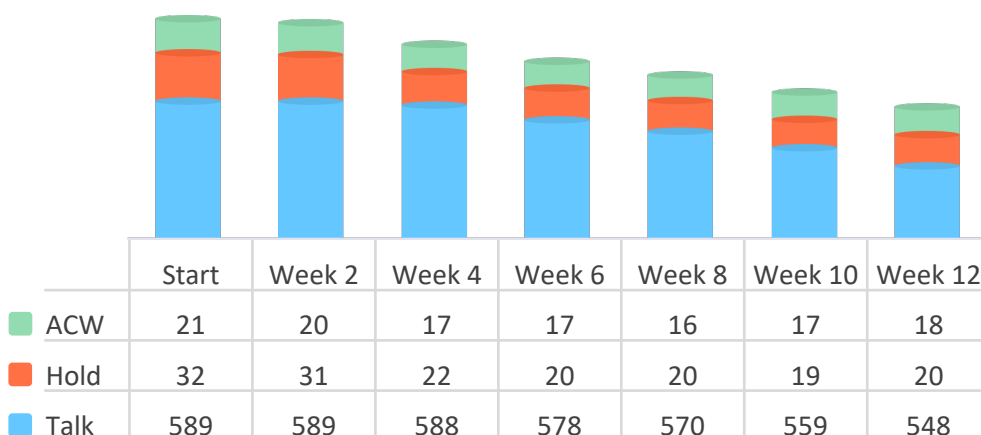
### Opportunity

The operation's existing setup didn't incorporate all relevant data to understand agents' performance. Data was scattered across multiple tools which made it hard to understand needs and enhancement opportunities. Supervisors were spending too much time manually analyzing data instead of engaging with and coaching agents. Their leaders wanted:

1. All relevant performance data visualized in one place
2. One comprehensive platform creating efficiency gains
3. Measurable impact of coaching on performance metrics

### Previous Pain Points

- ⊘ Inability to meet monthly AHT goals caused lost revenue
- ⊘ Lots of tools and manual processes reduced time for coaching
- ⊘ Ineffective coaching due to lack of intelligent insights



**AHT reduced**  
**8.7% in 3 months**  
post AmplifAI

Results



“AmplifAI helped us integrate all performance relevant data into one single tool which allowed our supervisor easily identify enhancement opportunities and spend their time more efficiently with their agents. The solution allowed us to drastically increase the volume of coaching sessions and focus on performance metrics in their coaching sessions. The result was significant improvement in AHT”

Director of Operations


*Top 3 North American  
Telecom Enterprise*

## 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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