

## Executive Overview

- <https://www.amplifai.com/>
- Headquarters: Plano, Texas
- 100-200 Employees
- Over 200,000 users around the world

## Product & Service Offerings

- **AI-Driven Performance Intelligence**
- **AI-Driven Performance Engagement**
- **AI-Driven Coaching - Using ALL CX data**
  - Can integrate any data from any system
  - Coaching Effectiveness module and scorecards (Coach the Coach)
- **Role-based Reporting:** Agents, Supervisors, VP/Exec, Operations, IT
- **AutoQA/QA with GenAI**
- **Gamification & Recognition**

## Sales Engineer Take On Best Fit

From Retail to Financial Services to Healthcare, AmplifAI scales improvement across organizations - helping companies maximize the return on their existing technology and teams. AmplifAI connects to multiple data sources to understand who your best agents or performers are, develops dynamic personas of high performers, delivers AI generated personalized actions and trainings for each agent and measures improvement. AmplifAI allows supervisors to manage, train and improve their people instead of spending hours digging through reports.

Brent Wilford - Senior Director of CX & Unified Communications

## Key Features & Differentiators

### Top Differentiators:

#### #1 Agnostic Data Integration - Zero limitations

- Bring in Far More than just CCaaS interaction data like surveys, back office systems, financial data, etc.

- Provides the AI to prescribe specific coaching actions for each agent are needed to attain overall company goals.

## #2 Action-based Performance Management

- AmplifAI's AI drives change through Next Best Action prescriptions
  - Every coaching action, recognition, and performance decision is prioritized for maximum impact to company goals
- AmplifAI Eliminates
  - Manual analysis of metrics
  - Not knowing which actions make the most impact
  - Generic coaching, which limits significant improvement

## #3 Role Specific CX Solution

- Instead of just empowering the agent, AmplifAI empowers every level of leadership:
  - **Agents:** Performance, alignment to goals, coaching, gamification
  - **Supervisors:** AI-enabled coaching priorities, real-time performance insights
  - **Second-level managers:** Coaching effectiveness, team performance/trends
  - **VP/Exec:** Unified CX insights aligning to business outcomes and goals
  - **QA:** QA metrics aligned to CX actions and Operation's goals

## #4 AmplifAI's Customer Teams are Contact Center Experts

- Our largest teams are in customer support roles
- Customer teams are exclusively made from former Contact Center: VPs, Directors, and industry veterans
- We don't just supply software, we become their contact center improvement partners
- Almost zero churn
- About 3/4 of all our customers expand their contracts

## Customer Questions AmplifAI Addresses:

- How do we organize complex data sources?

- How do we reduce the amount of time spent on manual data analysis and report building?
- Do we need to change our CCaaS or CX platforms because we are not seeing the value promised?
- How do we systematically improve CX performance?
- How do we know if our coaching is effective?
- What type of gamification solution will impact performance the most?

## High Level Benefits

- Lower Labor Costs
- Increase Revenue
- Increase Agent Retention
- Elevate Agent Performance
- Align Prescribed Actions to Business Outcomes

## Top Industries Served

- Financial Services
- Information Technology
- Insurance
- Retail & Consumer Products / eCommerce

## Ideal Customer Profile

### Size:

- **Mid-market to Enterprise**
  - Our customers have 100's to many 1000's of agents on our platform
  - Work very well within BPO environments as many large BPO's deploy AmplifAI
- **AI-Driven Performance Enablement:** 100 agent minimum
- **AutoQA:** 50 agent minimum

### Verticals: Agnostic

- Strong presence in: Retail, Financial Services, Healthcare, Insurance, Telecom, Hospitality & Travel, Technology

#### Buyer Personas:

- Seniority - SVP/VP/Director
- Departments - Operations, Care, Support, Sales and Collections, Customer Experience

#### Customer Examples:

- **Telecom/Media:** Cox, Mint Mobile, Go Daddy
- **Financial Services:** Discover, Premier Bankcard
- **Retail:** Home Depot, Chewy, Sonic Automotive
- **Healthcare:** Fiserv, CVS, BCBS CA, University of Miami Health
- **Travel:** Universal Studios, Royal Caribbean, Amtrak, Sun Country Airlines

### Qualifying & Technical Questions

- How do you currently track and report key performance metrics across your team?
- What tools and systems are you currently using for performance measurement and quality assurance?
- Are there specific features or data insights you feel are missing from your current tools?
- How do they determine what to prioritize for each day to drive the highest performance?
- How do you measure their ability to coach and improve an agent?