



1. Unified Data

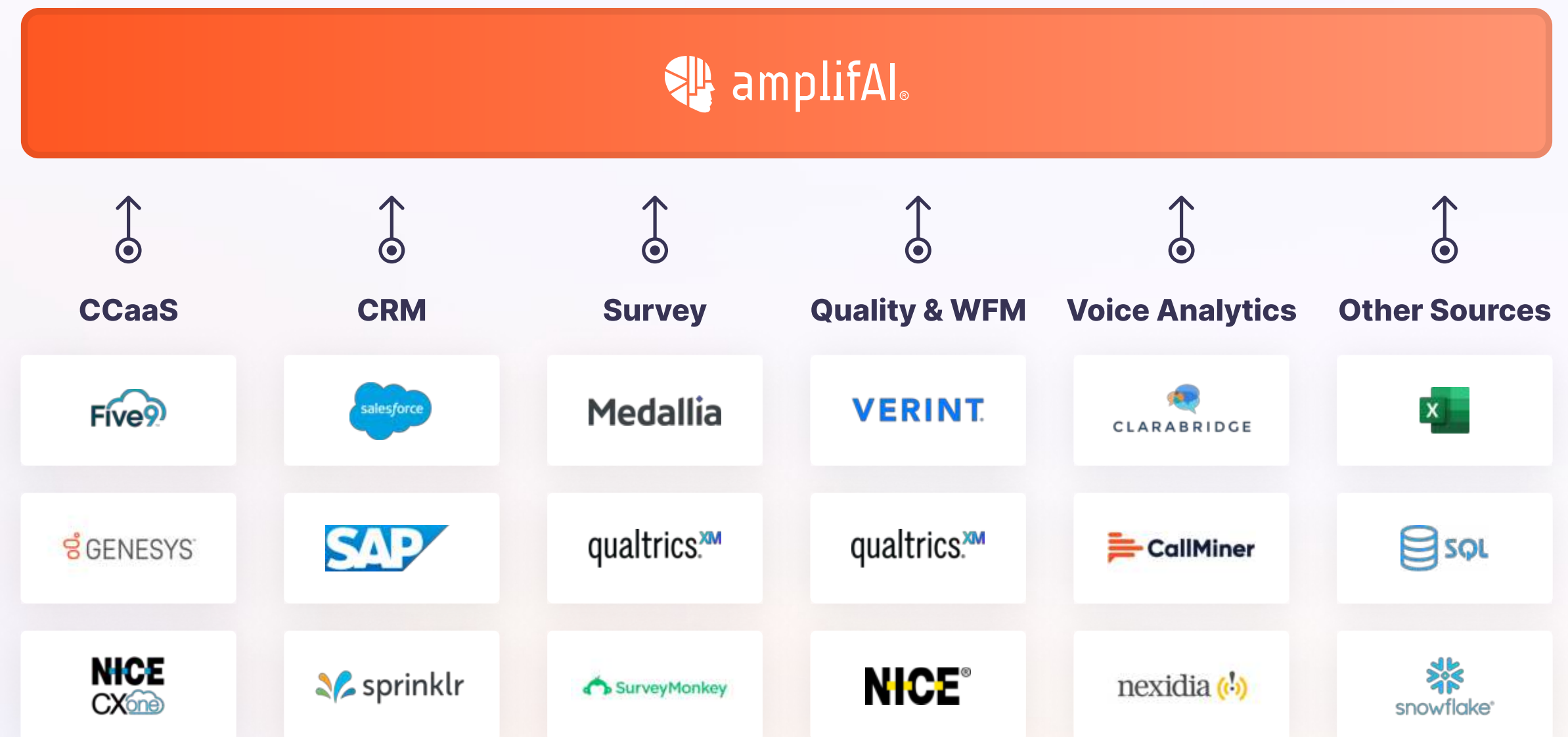
Comprehensive Data Ingestion, Unified Data Hub, 360* Performance Visibility, Single Source of Truth

Why is AmplifAI's Unified Data Different?

Because AmplifAI connects with every data source—unifying data, people, and processes into a continuously updated, AI-ready hub - reducing the burden on internal IT teams.

Unlike other solutions that only partially connect select data sources, AmplifAI creates a living data hub that enables organizations to apply AI effectively, take action, and scale performance management—no matter where they are in their digital transformation.

🚀 This is the #1 differentiator that makes AmplifAI different. This is what no other vendor can replicate.



150+ connectors unify contact center data within AmplifAI



1. Unified Data What makes it different?

All Data, All the Time – No Gaps, No Silos

AmplifAI unifies data across every contact center system, including:

- CRM, Sales, WFM, Quality, Surveys, Ticketing Systems, Homegrown Applications, Flat Files – 150+ integrations
- Custom Data Connectors – Even for proprietary or legacy systems
- Automated Roster & Hierarchy Updates – Ensuring AI understands who's who and how they fit
- Live Data, Not Static Reports – AI recommendations adapt as the business changes

A Single Pane of Glass for Performance Insights

- One place for every insight from every system—no more switching between disconnected dashboards and reports.
- Provides complete visibility across the org chart—from frontline agents to executive leadership, ensuring everyone sees performance in context.
- Prepares teams for the next step—moving straight from understanding performance to taking action.

Helping organizations become AI-ready

Many organizations struggle to apply AI because their data is fragmented, outdated, or difficult to access.

- Creates a structured, unified data hub, eliminating these roadblocks.
- Enables contact centers to adopt AI-driven insights, automation, and performance improvements—whether today or in the future.
- Instead of forcing organizations to change their systems to use AI, AmplifAI makes AI work within any environment.

A System That Evolves With You

Contact centers are constantly changing—teams shift, processes evolve, new systems get added.

- Other vendors set up integrations once and leave.
- AmplifAI keeps data unified over time, ensuring AI insights remain relevant, accurate, and actionable.



2. Action-Ready Performance Management

Performance Enablement, Contact Center Transformation, Coaching, Recognition

Why is AmplifAI's Performance Management Different?

Because AmplifAI delivers a continuously updated, AI-enabled solution that dynamically powers the best actions for every individual, across every team — eliminating guesswork, inconsistency, and inefficiency in workforce improvement.

Most contact centers are flooded with data but lack a structured workflow to transform insights into clear, effective, and immediate actions.

AmplifAI ensures every action is dynamically aligned to business goals, workforce trends, and leadership priorities.





2. Action-Ready Performance Management What makes it different?

Instant Accountability with Performance Insights

- One place for every insight, from every system—so leaders, managers, and teams no longer waste time switching between disconnected reports and dashboards.
- Org-wide visibility in real time—ensuring every level of leadership sees performance in context and knows exactly where to focus.
- Performance transparency that drives action—teams can move instantly from insight to execution, ensuring no metric or trend goes unaddressed.

Built to Drive Action, Not Just Insights

AmplifAI delivers AI-enabled actions through Next Best Action—ensuring every coaching, recognition, and performance decision is dynamically prioritized for maximum impact.

- Unified, continuously updated data – Ensuring decisions are always based on the most accurate and complete picture
- Leadership-prioritized objectives – Next best actions dynamically adjust to strategic priorities, ensuring every team moves in the right direction
- High-performer personas & workforce gap analysis – AI identifies where each person needs to improve and guides them based on proven top-performer insights

A Singular Decision-Making Framework

- Eliminates manual decision fatigue – No more leaders guessing how to coach, what to prioritize, or where to focus improvement
- Aligns across roles – From agents to managers to quality leaders, everyone receives clear, AI-backed actions for improvement and recognition
- Moves entire teams toward success – Instead of siloed, reactive coaching, AmplifAI ensures consistent, scalable, and measurable improvements across the workforce

Recognizing & Improving Performance at Scale

- Coaching isn't the only action—recognition is automated too
- AI surfaces top performers in real time, ensuring great work gets acknowledged—not just flagged for improvement
- Especially critical in distributed, hybrid, and remote workforces, where recognition is often overlooked

Breaking Down AI Coaching: What's in the Market & Why AmplifAI is Different

AI-Enabled Coaching

Pre & Post-Interaction Performance Development



Led by leaders with an AI plan. This is where AI supports coaches by gathering data, surfacing insights, and prioritizing focus areas—but managers, team leaders, or coaches deliver the coaching.

✅ Best For:

- Long-term agent skill development & behavioral coaching
- Managers and team leaders who need structured guidance on where to focus
- Continuous performance improvement across all contact center roles and activities
- Leadership development

⚠️ Limitations:

- Doesn't prompt real-time guidance during customer interactions.
- Requires leadership buy-in



AI-Only Coaching

Real-time assist and automated prompts



Straight from AI. This is where AI directly communicates with the agent during a live customer interaction, providing in-the-moment guidance based on patterns and triggers.

✅ Best For:

- Regulated industries like finance & healthcare where every agent must follow strict compliance rules
- Competitive selling environments where real-time objection handling is critical

⚠️ Limitations:

- Often ignored or tuned out – Agents may dismiss on-screen pop-ups as noise
- No long-term behavior change – It helps in the moment but doesn't develop agent skills over time
- Fails to address individual learning needs and only focuses on agent needs.

 If you need agents to follow a script with 100% accuracy, real-time assist is great. But if you want to develop agents, empower managers, and drive long-term team improvement, you need AI-enabled coaching that builds skills across the company –not just reactive prompts for agents.



3. For all roles, not just agents

Role-based dashboards, role-based intelligence and actions

Why is AmplifAI's scope of use different?

Because AmplifAI enables every major role in the contact center—not just agents.

Most AI solutions in contact centers focus solely on improving agent productivity—providing real-time guidance, automation, and performance tools. But contact centers don't succeed on agent performance alone.

AmplifAI empowers every level of leadership, ensuring that agents, supervisors, managers, directors, and quality leaders have the insights and actions needed to improve their primary function—without requiring complex data visualization or analytical expertise.



Improving

- Agents
- Supervisors
- 2nd-Level Managers
- Quality Leaders
- Directors and VPs



3. For all roles, not just agents What makes it different?

AI-Enabled Insights & Actions for Every Role

Most mid-level leaders in contact centers never receive the structured enablement or training needed to manage effectively. They're forced to piece together coaching, performance management, and team improvement strategies on their own.

- Agents - Get direct access to their performance insights, allowing them to take ownership of their development while ensuring that leadership is equipped with a structured blueprint for coaching success.
- Frontline supervisors – Get AI-enabled coaching priorities and real-time performance insights, eliminating the need to manually analyze reports.
- Second-level managers – Gain visibility into coaching effectiveness and team-wide performance trends, improving leadership impact.
- Directors & VPs – Access unified, strategic workforce insights without requiring complex data analysis, ensuring that decisions are based on clear, role-specific insights.
- Quality leaders – Quality insights are fully integrated into leadership views and actioned by supervisors, ensuring alignment between operational and quality teams.

Clarity & Accessibility: Insights Designed for Every Role, Not Just Analysts

Most unified intelligence solutions are built for high-level analysts—not the leaders and managers who need to take action.

- AmplifAI structures insights and actions for each role's specific function, ensuring clarity, focus, and immediate next steps.
- Instead of overwhelming leaders with complex data visualizations, AmplifAI delivers clear, role-specific performance insights that guide the next best action.
- Every level of leadership gets the right insights, at the right time, in a format designed for decision-making—not just data review.

A Unified Framework for Disconnected Quality Teams

- Traditionally, quality teams and operational teams operate in silos—causing a disconnect between performance insights and frontline action.
- AmplifAI eliminates that gap by ensuring that quality insights are embedded into the same AI-driven action framework that powers all contact center improvements.
- This means quality leaders and team leaders can act on the same data, within the same system, ensuring continuous success and alignment.
- Applies to other shared-services teams, like workforce management



4. Service Provided by Contact Center Experts

Customer Success, Built by CX Leadres

Why is AmplifAI's Customer Service Different?

Because AmplifAI is more than software—it's a true partnership that ensures contact centers are continuously improving and ready to take advantage of AI.

Most contact center technology providers sell software, implement it, and leave. AmplifAI takes a fundamentally different approach. Our Customer Success team—made up of former Contact Center VPs, Directors, and industry veterans—partners with every customer to ensure they not only implement the technology but also transform their contact center through AI-enabled performance management.

This partnership is what allows organizations to go beyond fragmented tools and actually unify their data, people, and processes—laying the foundation for AI-enabled insights and scalable workforce improvement.





4. Service Provided by Contact Center Experts

Customer Success, Built by CX Leadres

A True Partnership—Not Just a Vendor Relationship

- Customers repeatedly say AmplifAI feels like a true business partner, not just another software provider.
- We don't just install technology—we collaborate with teams at every level to ensure AI-enabled performance management works within their specific environment.
- Our Customer Success team stays engaged beyond implementation, ensuring the platform evolves with business needs.

Expert-Led Implementation: The Path to AI Readiness

Many contact centers struggle to organize their data, people, and processes in a way that allows AI to deliver meaningful insights.

Our Customer Success team leads this transformation, helping businesses:

- Map out data sources, workflows, and hierarchies to create a unified foundation
- Structure their performance management framework so that AI can deliver actionable insights
- Eliminate manual work and fragmented reports by creating a single, AI-ready system

Best Practices from Industry Leaders—Because We've Been in Your Shoes

- Customers receive ongoing, hands-on partnership with former contact center leaders who have managed real frontline operations.
- Instead of figuring things out alone, customers benefit from proven strategies that align with their business goals.

A Platform That Evolves With You—Without the Heavy Lift

- Keeping data, processes, and performance structures continuously aligned and up to date is one of the biggest operational challenges for contact centers.
- Our Customer Success team ensures AmplifAI evolves with changing business needs, workforce shifts, and new strategic priorities—so that leaders can focus on driving results, not managing software.