



HFS Hot Vendor: AmplifAI

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Introduction

The HFS Hot Vendors are an exclusive group of emerging players, each with a differentiated value proposition for the HFS OneOffice or HFS OneEcosystem. HFS analysts speak with numerous exciting startups and emerging players.

We designate a select group as HFS Hot Vendors based on their offerings' distinctiveness, ecosystem robustness, client impact, financial position, and the impact in our OneOffice and/or OneEcosystem Frameworks. The HFS Hot Vendors may not (at the time of writing) have the scale and size to be featured in our Top 10 reports, but they have the vision and strategy to impact and disrupt the market.

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AmplifAI is a SaaS-based leadership and employee development platform that is using machine learning to generate more actionable insights for employee performance and training. This solution has been tailored to front-office functions such as sales, marketing and contact centers, explicitly for empowering front-line staff to create better customer experiences.

Founded in 2014, AmplifAI is designed to use existing data (such as CRM, ACD/IVR, Quality, Surveys, Sales) to auto-generate performance-relevant actions; AmplifAI uses the existing data, combined with machine learning, to identify and automatically distribute performance-specific “micro-learnings” to employees. Specifically, the platform generates learning content which employees (such as a customer care agent) can access within personalized dashboards and content libraries. This includes real-time performance dashboards and the tracking of performance management and social recognition functions.

Clients of AmplifAI describe the need to have data that is readily available and actionable. Unlike a standard performance management system, AmplifAI is able to learn and provide personalized actionable insights, like assigning developmental training to a specific employee based on performance, which fills a gap for more intelligent and predictive information.

The insights generated can vary, as the outputs and training modules can be pre-built or customized depending on the data going into the system. Clients that HfS spoke with mentioned that AmplifAI is a very adaptable and flexible solution. Here are some examples of its capabilities:

- The Business Intelligence function in AmplifAI can identify and profile high performers, enabling creation of a knowledge base of top performer behaviors, like overcoming objections, and a library of successful calls. Using these tools, managers are able to apply a consistent approach to coaching for specific commitments on proven behaviors, thereby increasing their occurrence.
- AmplifAI automates and task reminders and pushing social recognitions that continuously reinforce the culture of engagement and action.

Dashboards include employees' current and historical performance, their completed and open coaching commitments, and their status on tasks and training assignments, which outline who needed the most help. They also include real-time updates on performance metrics, ongoing coaching and training items, daily tasks and automated reminders.

The proof is in the outcomes—clients of AmplifAI described improvements across a variety of metrics including call quality and sales conversions.

HFS' take

Our Digital OneOffice concept is all about infusing intelligence into all parts of the organization to support the customer centric vision. A big part of that is using technology that supports and empowers employees to deliver better customer service. By using machine learning techniques and analytics, AmplifAI has taken an intelligent approach to helping its clients motivate and develop employees. Ultimately, this has the capability to drive better customer engagement, more nimbly respond to customer expectations, and create a competitive advantage.

AmplifAI has an interesting value proposition and will need to work to hone its message

and value proposition amid the cacophony of products and solutions claiming that "AI" is part of their secret sauce. From the description of the AmplifAI solution it sounds as though its AI is really more "smart analytics" (as defined by our [Triple A Trifecta](#)). That doesn't mean that the potential isn't there to move up the value chain – as long as AmplifAI can articulate the business value to clients and prospects. Clients of AmplifAI mentioned that their client partners are constantly working to improve the capabilities and building in new insights, so we are going to be keeping an eye on this hot vendor.

The basics

- Founded in 2014, Headquartered in Dallas, Texas
- Founder: Sean Minter
- Number of clients: 12
- Number of Employees 20

Industry coverage

AmplifAI has a strong industry in several verticals. With key clients in:

- Contacts Centers BPOs
- Technology
- Communications and Media
- Healthcare

Solution portfolio

All-in-One Ai-Powered Leadership & Employee Development Platform Includes:

- Management Assistant for Frontline Managers
- Data-Driven Virtual Coaching and Micro-Learnings
- Voice and Data Predictive Algorithms that drive Actions and Outcomes
- Machine Learning Enabled Employee Development Workflows, including Recognition & Follow ups
- Gamification, Incentive, Pay-for-Performance and Leaderboard Analytics & Visualizations
- Work at Home Management

Professional Services

Consulting, Training, and Managed Services

Partnerships

Channels Partners:

- Eventus Solutions Group
- Insight Managed Solutions
- Newbridge Technology Solutions

Integration Partners:

- ADP
- Oracle
- Genesys/i3
- Salesforce
- NICE



About HFS

Insight. Inspiration. Impact.

HFS is a unique analyst organization that combines deep visionary expertise with rapid demand side analysis of the Global 2000. Its outlook for the future is admired across the global technology and business operations industries.

Its analysts are respected for their no-nonsense insights based on demand side data and engagements with industry practitioners.

HFS Research introduced the world to terms such as “RPA” (Robotic Process Automation) in 2012 and more recently, the HFS OneOffice™. The HFS mission is to provide visionary insight into the major innovations impacting business operations such as Automation, Artificial Intelligence, Blockchain, Internet of Things, Digital Business Models and Smart Analytics.

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