

Case Study

BPO Improves Client's Agent-to-Supervisor Ratio and Increases Coaching Sessions 500%

78% Increase in Time Savings

Leads to 12% Increase in Annual Cost Savings

500% More Coaching

Even After a 23% Reduction in Supervisors

32-Second Reduction in AHT

Plus, a 26% Increase in Agents Meeting QA Goal

About the Client

SYKES – now a part of Sitel Group – is a global business process organization (BPO). The BPO began working with a new food delivery partner. This client needed support managing consumer purchases and deliveries as well as onboarding new partnering restaurants and businesses.



The Opportunity

The food delivery company wanted SYKES to elevate the experience of both their customers and partners and to bring its BPO contact center expertise to streamline their customer support processes.

It was determined 3,000 agents would be needed to cover this account. This would include an increased number of agents on Fridays and Saturdays compared to the rest of the week. To support the 3,000 agents, SYKES's client requested an agent-to-supervisor ratio significantly smaller than SYKES traditionally used.

SYKES needed to demonstrate high-performance results to convince its client to improve the agent-to-supervisor ratio and bring down overall company costs.

The Challenge

- Elevate client's customer & partner experience
- Streamline client's support processes
- Deliver high-performance results
- Improve agent-to-supervisor ratio
- Reduce overall company costs

The Solution & Impact

AmplifAI's performance enablement software was the solution SYKES needed.

The AI platform consolidated the agent scorecard – a task that supervisors had previously done manually. Supervisor prep time went from 45 minutes per agent to approximately 10 minutes per agent – a time savings of nearly 78%.

As SYKES's partnership neared the one-year mark, the food delivery client was impressed and agreed to adjust the agent-to-supervisor ratio. This resulted in a 23% decrease in supervisor needs and allowed SYKES to deploy them elsewhere – annual net savings of nearly 12%.

Even with fewer supervisors, SYKES' teams found more time for coaching and continued to increase their productivity.

Supervisors increased their number of coaching sessions per agent (CPA) by 500% compared to the number of coaching sessions from the previous six months.

SYKES also delivered a 7% increase in its agents' overall combined quality scores, a 26% increase in the number of agents meeting the combined QA goal, and SYKES reduced the chat average handle time (AHT) by 32 seconds.

This wasn't the first time SYKES had seen the positive impact of AmplifAI, and the BPO was eager to deploy the AI-driven software to other future and current clients.

About AmplifAI

AmplifAI is applying science to make teams better! AmplifAI was founded with the goal of leveraging data to create a personalized environment that enables every employee to succeed.

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

Want to learn more?

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