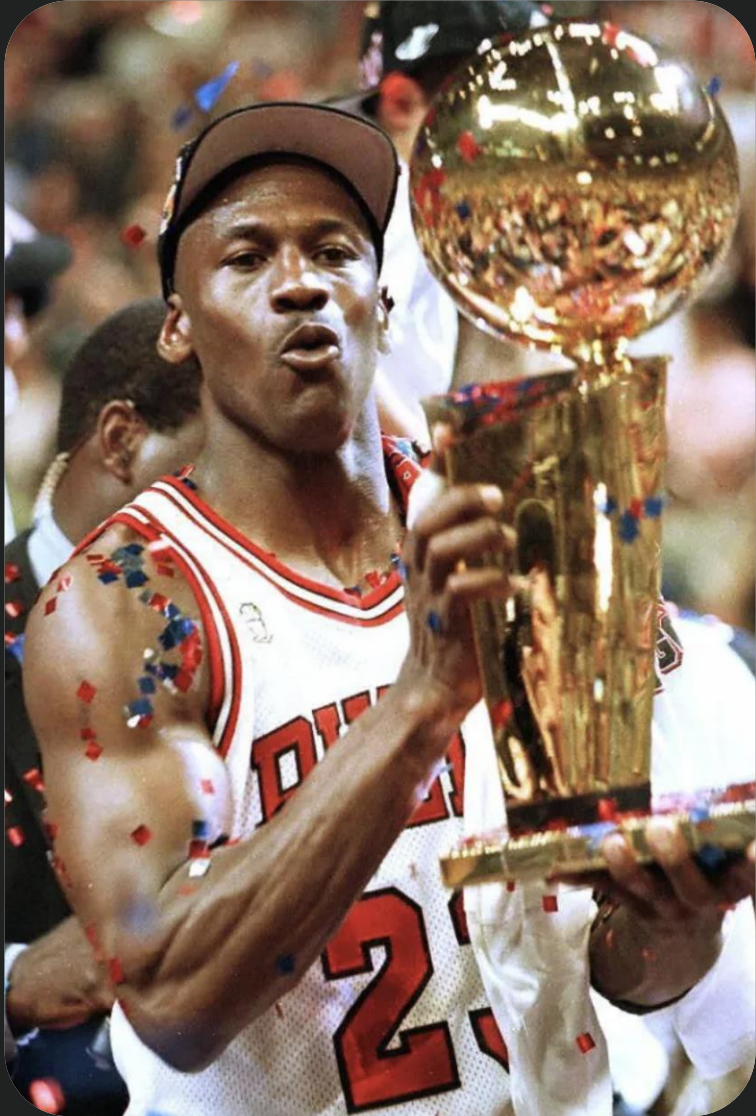
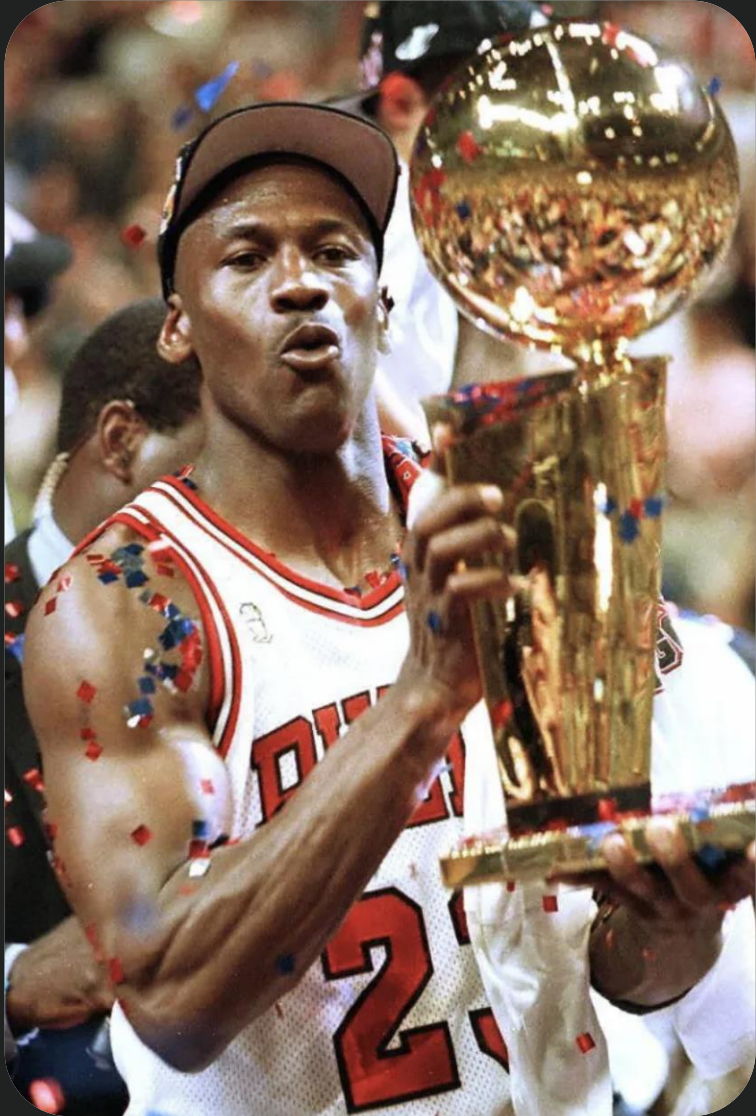




What if your frontline never stopped improving?

AI and the *closed-loop* *performance model*





The version of us that practices is BETTER
than the version of us that doesn't.

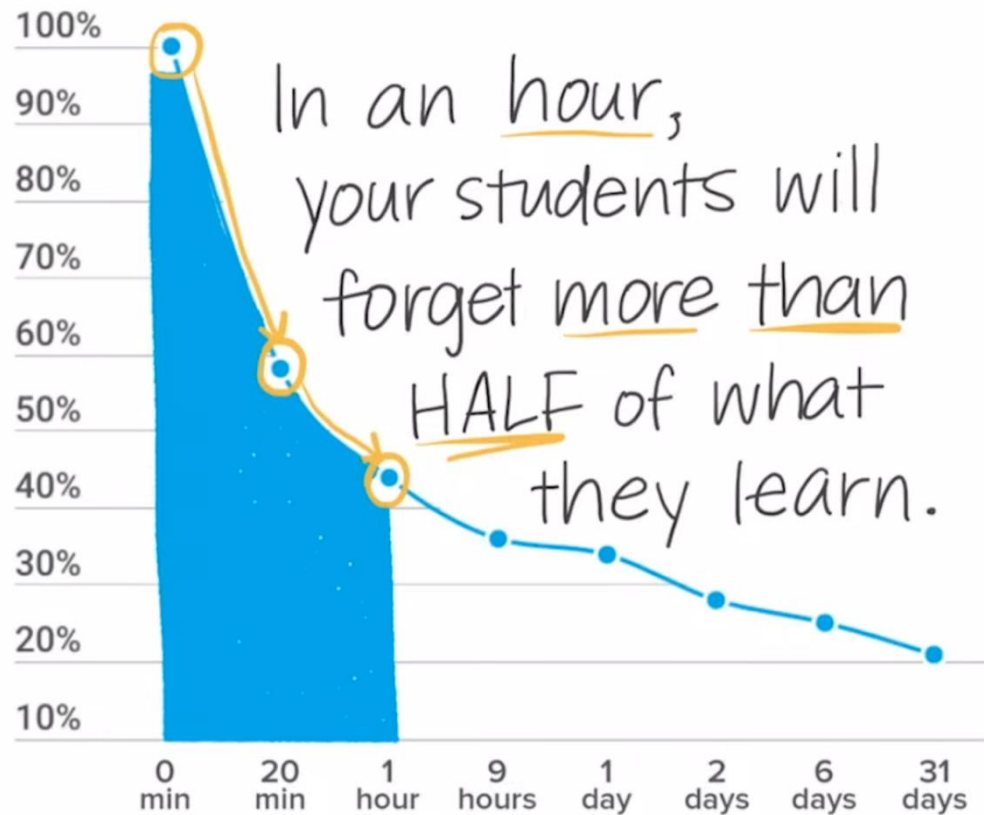


Happy Gilmore

The science of forgetting



THE FORGETTING CURVE



source: Murre & Dros, 2015





Your associates are learning on **live customers**

78%

Associates feel **unprepared** for their first live interaction

180

Average **ramp time** before associate proficiency

3x

Higher **attrition** in associates who lack early confidence



How to **beat** the *forgetting curve* 1

PASSIVE LEARNING

5%



Learner Retention

ACTIVE LEARNING

75%



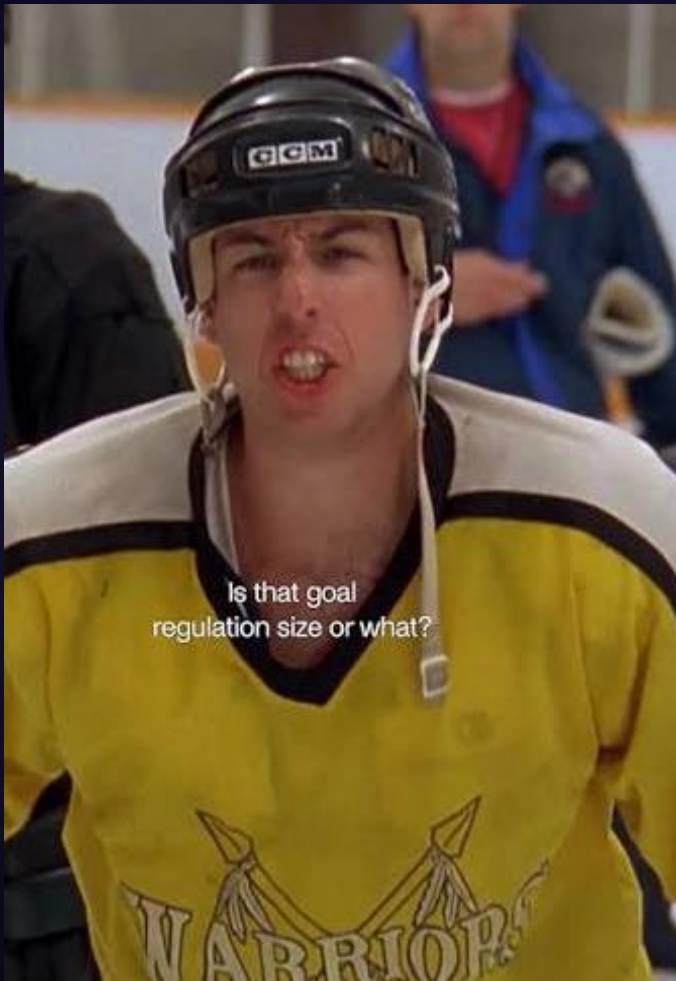


How to **beat** the *forgetting curve* 2



SPACED REPETITION

The Happy Gilmore Story Arc



Zenarate



Practice before performance

Build confidence via repetition
in a safe environment

before the stakes are REAL

CASE STUDY



Global Scale. Real Complexity.

5,000

Associates @ Peak

14

Countries

35

Languages

12

BPO Partners

12

Weeks Training

10

Months to Proficiency



The Challenge

10-month proficiency
12 weeks classroom training
Massive cost drag

The A/B Test



2 Cohorts

25 CSRs each



Same LOB

Language & hire date



Puebla, MX

Single site



BPO Partner

Global

Cohort A
Control Group

Status Quo



Cohort B
AI Simulation



Zenarate





Western Union



Zenarate



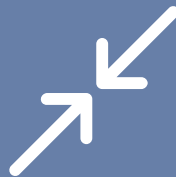
+62%

Speed to
Proficiency



-25%

Classroom Time
Reduction



-40%

Reduced
Attrition





When performance *improves continuously*, business outcomes *follow*.

57%

Faster speed to
proficiency

18%

Reduction in
attrition

50%

Reduction in
training costs

24%

Increase in
conversion rates

27%

Improvement in
QA and CSAT



The World's Original AI Coach



Award-winning platform



Trusted by world-leading brands



01/

Prepare

Build confidence and prove readiness.

02/

Perform

Apply skills in real customer interactions.

03/

Understand

Use interaction evidence to identify behaviors, gaps, and opportunities.

04/

Improve

Deliver targeted coaching, development, and practice.

05/

Perform *Better*

Then the loop continues.

The *closed-loop* performance model





The *closed loop* continues at *every* stage.





Crawl. Walk. *Run.*

Crawl

Early, testing the waters.

Define Good.

Walk

In motion, getting our feet wet.

Connect the Loop.

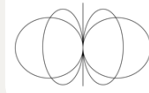
Run

Off and running. In the deep end.

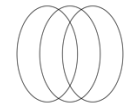
Close the Loop.

It starts *before*
the first customer
interaction.

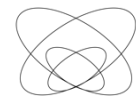
Crawl. Walk. Run.



Realistic practice before the stakes are real



Repetition builds confidence



Employees demonstrate proficiency before going live



Practice reflects the conversations they will encounter

Which phase is your onboarding practice in?

Your frontline is
generating
performance data
all day long.

Every customer
interaction *tells you
something.*





But most organizations *don't connect what happens next.*



Learning



QA



CX



Operations



AI

This reflects the broader ***Working as One*** diagnosis that performance intelligence is often **fragmented** across functions.





Performance tells you what
needs to *happen next*.

001

Real
Interactions



002

Behavioral
Evidence



003

Performance
Insight



A score *isn't* improvement.

001 An insight isn't improvement.

002 A dashboard can tell you what happened.

003 A QA score can tell you where performance fell short.

004 A coaching recommendation can tell someone what to change.

Crawl. Walk. Run.

Which phase is your performance insights in?



What if every conversation
improved the next?



Closed-loop performance *connects*
frontline development to *measurable*
business outcomes.

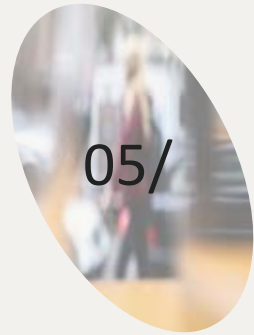


Coaching becomes specific,
not generic.



Frontline leaders finally *see more* than a score.

- 01 Who is actually ready?
- 02 Where are the biggest skill gaps?
- 03 What should managers coach next?
- 04 Is coaching changing performance?
- 05 Which behaviors are driving business outcomes?
- 06 Where is performance improving?
- 07 Where is it declining?



This is a *closed performance loop*

01/



02/



04/



03/

EXAMPLE: EMPLOYEE PRACTICES HANDLING AN OBJECTION

- 01 Uses the skill with a customer.
- 02 AI evaluates the real interaction.
- 03 A specific skill gap is identified.
- 04 Employee receives targeted coaching and practice.
- 05 The next interaction improves.

Crawl. Walk. Run.

Which phase is your targeted coaching and continuous improvement loop in?



AI Tech Demo

- Simulation
- *Performance Insights*
- *Targeted Coaching*



One performance standard. Every conversation, *better than the last.*





Ready to rethink how your teams **learn**?

