



ERC Develops Top Performing Customer Facing Teams Using Zenarate AI Coach

“ Zenarate is an integral piece of our training program, allowing our team members the opportunity to hone their skills through AI. ”

-Shantel McQuaid VP of Talent Development, ERC

ERC (Enhanced Resource Centers) is one of the top international BPO providers of customer experience solutions. ERC offers a full service, end-to-end contact center solution across every aspect of the customer journey. ERC focuses on investing in technology that enables their talented team to provide value added interactions rather than replicating the contact centers of the past.

Founded: 1999
Headquartered: Jacksonville, FL
Industry: Business Process Outsourcing
No. of Employees: 7000

The Challenge

ERC wanted to give their customer facing teams the best hands-on training possible to ensure the delivery of superior customer experiences. They were looking for a scalable technology solution that would build employee confidence, improve KPI performance, and infuse best practices into training and coaching moments to drive employee skill development and support their career growth.

Key Results

ERC now coaches their employees to perform their best by leveraging Zenarate AI Coach.

- ➔ Immediate lift in dollars collected
- ➔ Higher Employee satisfaction scores
- ➔ Reduction in 30-60 day nesting and floor attrition

The Solution

Zenarate's AI Coach immerses agents in life-like AI conversation simulation while providing real-time coaching, allowing collectors to master high-impact call scenarios they face with live customers.

Companies Like ERC Experience Proven Outcomes

- ➔ **+56%** faster Speed to Proficiency
- ➔ **+22%** higher Conversion Rates
- ➔ **+33%** higher CSAT Scores
- ➔ **-32%** lower Employee Attrition

Zenarate AI Coach quickly became more than a training solution; it turned into an integral part of ERC employee experience and retention. ERC Recovery Services has seen an **immediate lift in dollars collected** and employee satisfaction. And trainers saw an immediate impact on agent confidence, which transferred to a **reduction in both new hire and 30/60-day attrition.**

“ERC Leadership has a significant investment and belief in strength of learning and development. Our Zenarate AI Coach allows us to deliver targeted coaching and create confident employees. We believe that confident employees create exceptional customer experiences and that reflects in our customer experience scores.”

Shantel McQuaid VP of Talent Development, ERC

ERC Delivers Premier Customer and Employee Experiences by Partnering with Zenarate

Digital transformation has customer expectations at an all-time high, and businesses are realizing that every customer conversation is having a greater impact on their bottom line. Customer facing teams across industries are struggling to keep pace with these expectations; however, **ERC is the exception.**

For most businesses, new hire on boarding can be a long resource-intensive process. Especially in the case of customer-facing teams getting fully ramped up before taking their first call. For their first call, new hires have anxiety feeling unprepared to handle new complex customer scenarios. And tenured agents have core and new requirement skill gaps. With a lack of confidence and an increase in anxiety, customer-facing teams are unable to perform their best, leaving companies to deal with low employee satisfaction, high attrition rates, and ultimately a worse customer experience. .

ERC was completely aware of these business challenges, and they were determined to meet them head on through technology investment creating top performing agents consistently delivering value added interactions.

Shantel McQuaid VP Talent Development at ERC puts it perfectly, **“If you're technology forward and you're on the wave of digital transformation, you have to apply AI across the company. If you do that, you find success. That's where Zenarate stood out using AI to solve our top employee and customer experience challenges.”**

That's why **ERC partnered with Zenarate to implement AI Coach**. AI Coach is not your normal out-of-the-box AI solution that only focuses on monitoring calls and analyzing interactions. Rather, Zenarate AI Coach takes a human-centered approach to solving high-value business problems. ERC's AI Coach is patient and unbiased, working **24/7 creating top performing agents through intelligent conversation simulation**. ERC develops top performing customer-facing teams in three simple steps:

Engage

Agents engage with their personal unbiased AI Coach on high impact call scenarios they will face with live customers.

Master

Agents master your Best & Required Practices with their Zenarate AI Coach simulating a customer while providing real-time feedback.

Perform

Your Zenarate AI Coach provides a Simulation Scorecard certifying teammates who have mastered your best methods and are ready to engage with live customers as top performers.

AI Coach Helps ERC Develop Top Performers

When ERC's customer facing recovery teams go through their first training, they are introduced to AI Coach as a vital part of ERC's skill mastery program. ERC investigated other solutions, but none met their needs like Zenarate.

Zenarate provided ERC human centered AI, contact center expertise, and a light-lift fast stand-up model allowing trainers and managers to focus on creating top performing customer facing teams. Trainers quickly design high impact call scenarios, agents master call scenario best & required practices enjoying their AI Coach conversation simulation experience, and managers easily identify agent readiness through their Simulation Scorecard and immersion call listening.

Trainers were quickly adopting AI Coach because it, **“challenged their classes and made their agents more efficient on the phones. It really allows the new hire agent to get their call flow down, to get their verbiage down, and to understand the best practice call model,”** says Shantel McQuaid VP of Talent Development. ERC saw a material performance lift after their first pilot.

Zenarate AI Coach quickly became more than a training solution; it turned into an integral part to the ERC employee experience and retention. The recovery teams at ERC have seen an **immediate lift in dollars collected** and employee satisfaction. And trainers saw an immediate impact on agent confidence, which transferred to a **reduction in both new hire and 30/60-day attrition**.

“Our CEO, Marty, started as an agent so he completely understands the power of coaching and the impact it has on our business. Zenarate AI Coach allows us to do targeted coaching early on and through the floor, making a huge difference.”

Shantel McQuaid VP of Talent Development, ERC

Just Getting Started – ERC is Expanding AI Coach Across Verticals

ERC is expanding their AI Coach to other verticals and seeing similar outcomes. **“We have seen such a lift on our recovery side that we’re implementing Zenarate with other key client use cases. One of them is in the Telecom space. Some of those interactions can be difficult calls, like if my cable or my cell phone has been disconnected,”** says Shantel. Zenarate is industry and use case agnostic, creating top performing new hires before their first call, and closing tenured agent skill gaps. And AI Coach helps tenured agents successfully transition to new roles, implement new compliance requirements, and learn how to support new products and services.

Zenarate AI Coach Selling Point

Zenarate is now a leading selling point for ERC when they pitch new clients. Incorporating artificial intelligence into agent learning is a huge win in their prospective clients’ eyes. **“They look at us and say, wow this company can quickly produce quality agents for us,”** says Shantel.

“I will tell you that in my years of call center experience, I haven't had a company invest in human centered AI, so I would say that it is unique. I think Zenarate’s AI Coach is something that more BPOs will start to turn to, in order to enhance their own training and improve their metrics.”

Shantel McQuaid VP of Talent Development, ERC