



From New Hire to High Performer: Accelerating Agent Readiness with AI Simulation

DATAMARK

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Introduction

In the world of contact centers, speed to proficiency isn't just a training goal—it's a business imperative. Long ramp times, inconsistent onboarding, and costly turnover all impact **CX** and the bottom line. Enter **Zenarate**, an **AI Simulation + Coaching platform** designed to accelerate agent readiness while reducing training time and boosting performance. At **DATAMARK**, we've partnered with **Zenarate** to redefine how agents train, practice, and master real-world scenarios before ever taking a live call.

AI Simulation in the Contact Center: The New Learning Standard

Traditional training methods like eLearning, webinars, and call shadowing often leave new hires underprepared for real-world interactions. On average, companies face **6-9** month ramp times and **30-40%** turnover within the first **90 days**. That's a massive hit to **CX**, productivity, and profitability.

3 Ways People Learn

10%



from **Seeing**

20%



from **Listening**

70%



from **Doing**



AI Simulation flips this model. By creating realistic, dynamic training environments, agents gain hands-on experience handling tough scenarios before they reach the floor. **Zenarate** combines:

Guided Lessons & Walkthroughs

Unguided, Generative Simulations

Automated Coaching Plans Based on Performance

The result? Agents build skill **2x faster** at **half the cost**, while learning becomes measurable, repeatable, and directly tied to P&L impact.

How DATAMARK Leverages Zenarate

At **DATAMARK**, we integrated **Zenarate** across multiple contact center programs, using it for both new hire onboarding and ongoing development. Here's how:

Simulated Practice from Day One:

Agents experience realistic customer interactions from the moment they begin training.



Dynamic Feedback & Coaching:

Built-in AI delivers performance-based feedback without relying solely on human trainers.

Scenario-Based Training:

Agents are immersed in the exact scenarios they'll face on the job—from technical troubleshooting to emotional de-escalations.



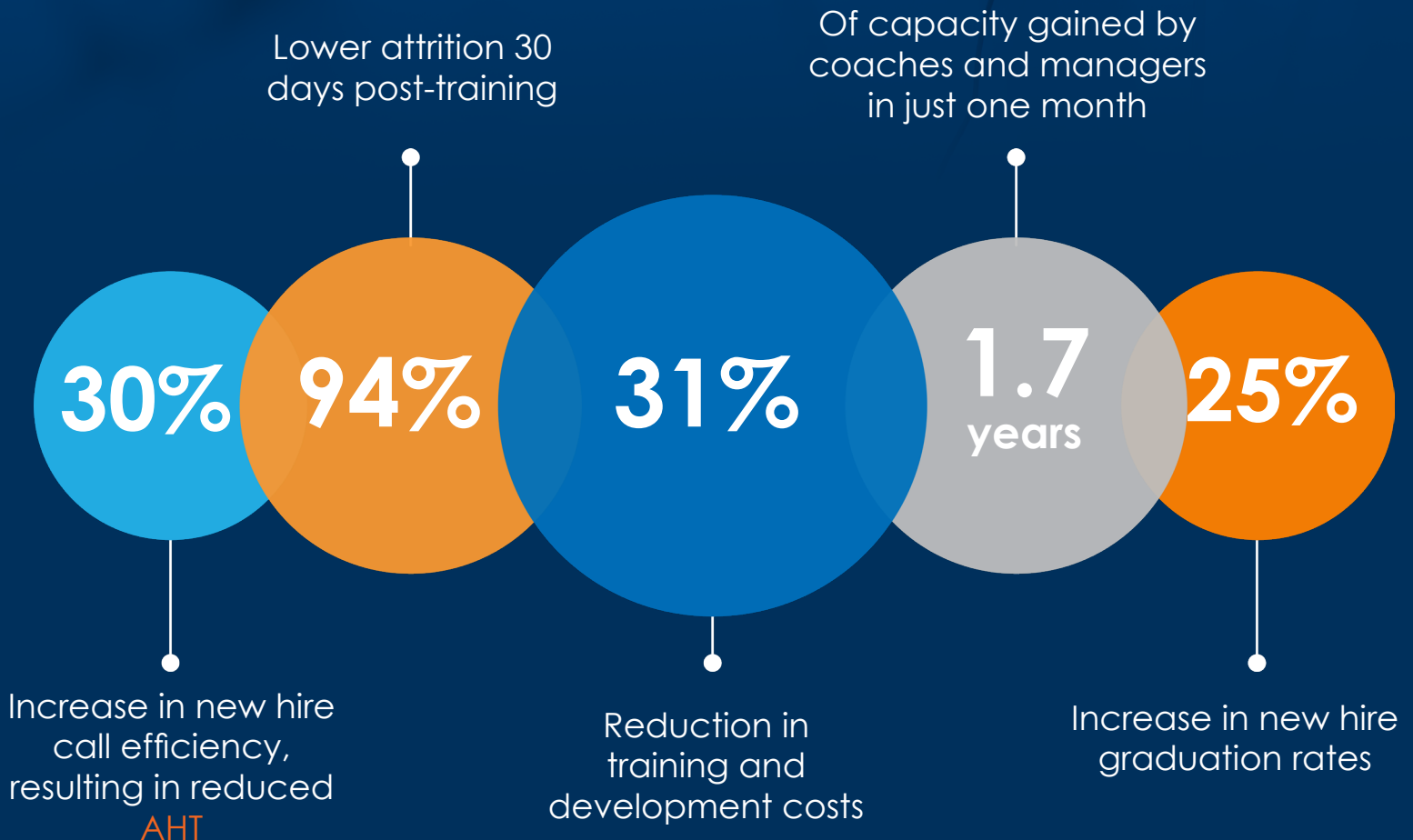
Software Simulations:

Zenarate even supports software-specific walkthroughs, helping agents master internal systems efficiently.

Zenarate
Helps Agents
Through...

Business Impact: Measurable Results with Zenarate

Our implementation has produced measurable gains across key metrics:



These aren't hypothetical gains—they're grounded in real contact center outcomes that drive better **CX** and operational efficiency.



Why Does This Matter to CX Leaders?

When agents ramp faster, they deliver better customer experiences sooner. With **Zenarate**, we're not just cutting training time—we're:

Improving **First Call Resolution** (up to 100% for new hires)



Decreasing error rates (up to **77%**)



Enhancing agent confidence and satisfaction

The ripple effect is undeniable: better-trained agents lead to happier customers and stronger performance metrics.

Call to Action:

Ready to reduce training time, increase agent confidence, and transform your **CX** outcomes?

Let **DATAMARK** show you how **Zenarate's AI Simulation platform** accelerates agent performance while delivering measurable business value.

Contact us to learn more about our approach to talent acquisition and schedule an **AI demo** today!

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