

Solution Provider Profile

Central

April 2025



Company At-a-Glance	
Name of Product/Offered	Central
Headquarters	New York NY
Year Founded	2014
Geographic Coverage	Global
Industries	Banking, Financial Services, Insurance, Travel & Hospitality, Telco, Energy, Healthcare, Retail
Website	www.central.com

Central Overview and Value Proposition

Central, the AI Performance Experience Platform, empowers best-in-class customer experiences for the world’s leading brands by building highly engaged and productive frontline teams. The platform personalizes the employee experience, guiding individual success and growth, through AI-driven performance, coaching and quality management, personalized microlearning, and voice of the employee—all wrapped in industry-leading gamification to make the experience both fun and rewarding. In addition, Central’s conversational AI Assistant empowers frontline managers to develop their teams through more effective and efficient coaching.

Central was founded in 2013 and serves customers in 150 countries in 40 different languages. Central has offices in New York, Tel Aviv, and London, and customers include leading multinational enterprises such as Microsoft, Teleperformance, DHL, Synchrony Financial, IHG Hotels & Resorts and Samsung.

Use Cases & Results

Use Cases:

Central helps frontline teams excel by providing real-time performance feedback, AI-driven coaching, and personalized learning, while equipping managers with actionable insights to drive success. Below are several use cases that demonstrate how Central can transform your workforce by aligning employee actions with business goals.

- Boost productivity
- Increase sales performance
- Enhance onboarding and training
- Drive reskilling and upskilling
- Improve employee engagement and retention
- Improve time to proficiency and enhance compliance

Results Achieved by Customers:

- 10% increase in CSAT
- 12% increase in sales performance
- 8% decrease in AHT
- 10% increase in upselling
- 20% decrease in onboarding time
- 50% reduction in early attrition
- 50% faster time to proficiency

How Central Is Different

Central's approach offers several unique advantages:

Unified platform: Unlike point solutions that focus on specific areas such as performance management or learning, Central unifies performance, coaching, learning, quality management, voice of the employee and other workforce engagement tools, ensuring alignment between employees and organizational goals.

Employee-centric performance experience: Rather than relying on top-down performance management processes, Central focuses on empowering employees with personalized, real-time feedback, nudges, and development opportunities. This approach sustains engagement and enhances performance by catering to individual needs.

Industry-leading gamification: Many solutions provide basic gamification features, but Central takes it further by using advanced game mechanics and behavioral science to

engage employees meaningfully. This leads to sustained performance improvements and great learner engagement, motivating employees for the long term.

No-code/Low-code solution: Central's no-code/low-code environment allows organizations to easily customize workflows, dashboards, and reports, adapting to business needs without heavy development resources.

Open architecture and seamless integrations: Central's open architecture integrates with systems like Microsoft Teams, Salesforce, SAP SuccessFactors, and other leading LMS and HRIS solutions. This ensures Central fits easily into your existing tech ecosystem, embedding performance management, development, and engagement tools directly into the platforms your teams already use for maximum impact.

Screenshots

Guided Performance Improvement

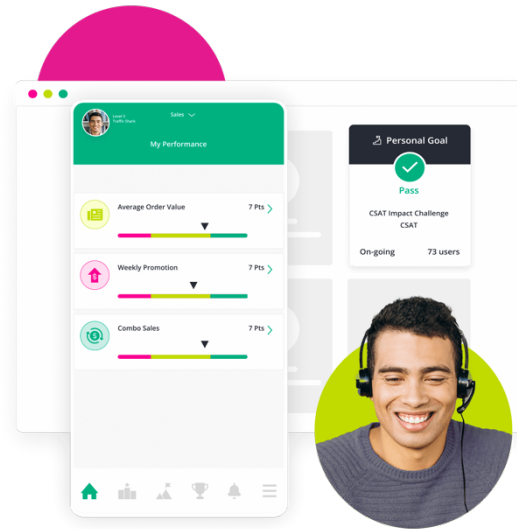
Provides real-time visibility into KPIs and progress, helping employees focus on goals while adapting to shifting priorities.

- **KPI visibility** - Leverage real-time data (e.g., CRM, Telephony, POS, LMS, etc.) to keep everyone aligned and focused on the right performance and learning goals.
- **Smart segmentation** - Dynamic employee grouping & KPIs based on performance, knowledge/skills gaps, tenure, and role.
- **Knowledge and performance boosts and coaching** - Targeted interventions through microlearning, simulations, and coaching.

Performance Learning Gamification

Motivates employees through challenges, leaderboards, and redeemable rewards.

- **Team Competitions & Challenges** – Drive engagement with dynamic performance and learning goals.
- **Recognition & Rewards** – Points, badges, and coins to encourage progress.

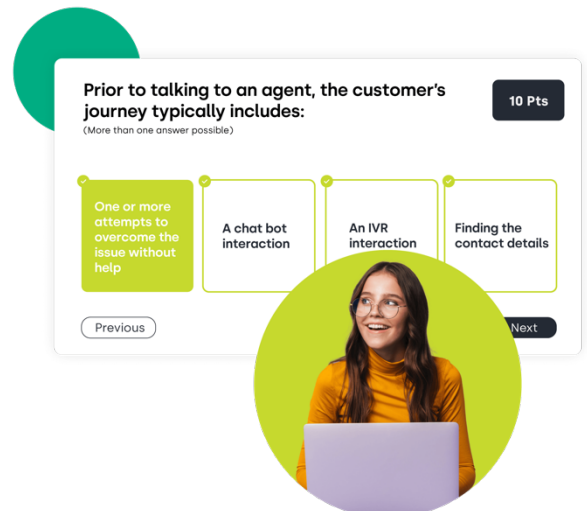


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Personalized Microlearning

Delivers bite-sized, AI-driven training that fits into daily workflows.

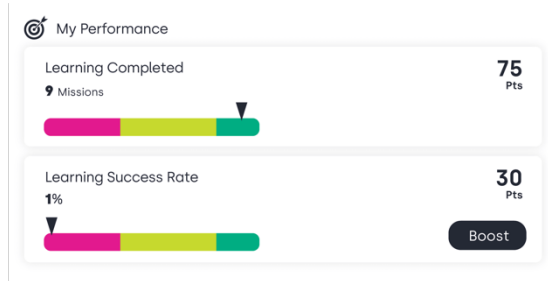
- **Learning in the flow of work**
Short, engaging modules for immediate impact. Support every type of learner with multiple modalities, including video, interactive simulations, and quizzes.
- **AI-powered personalization**
Adaptive training based on knowledge gaps.



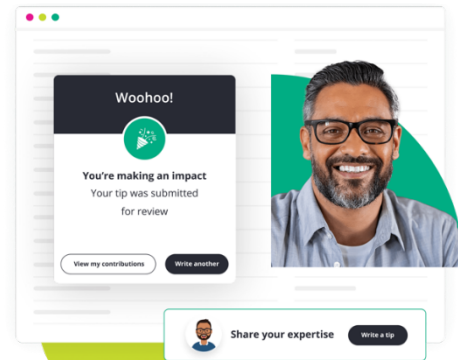
- **Gamification and social learning:** Encourage learning habits with rewards and peer contributions.

LMS integration

Easily integrate with your LMS drive better engagement across all learning content.



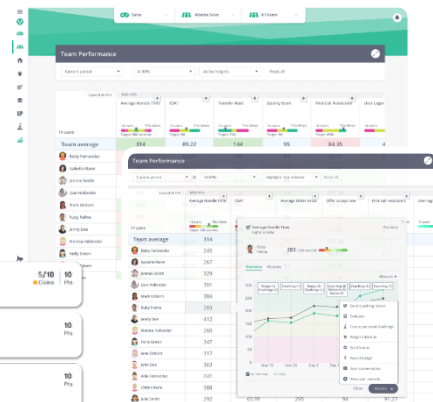
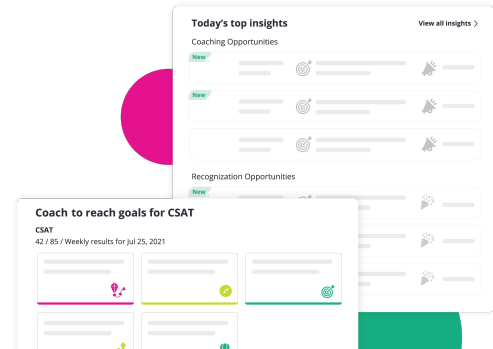
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AI Coaching

Eliminates the administrative burden of coaching and empowers managers with AI-driven insights and coaching recommendations.

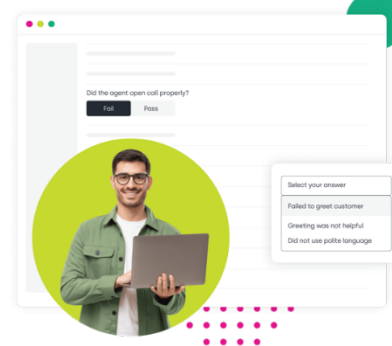
- AI Performance & Knowledge Insights**
 Focus managers on performance outliers by detecting drops and highlighting recognition opportunities.
- Unified Team Performance View**
 Actionable data for better decision-making.
- Gamified Coaching and Development**
 Track manager impact with performance KPIs for managers too.



Quality Evaluations

Integrates QA and coaching to drive continuous improvement.

- Gamified quality KPIs**
 Keep agents engaged in improving scores.
- Streamlined quality monitoring**
 Consistent scoring and actionable insights.



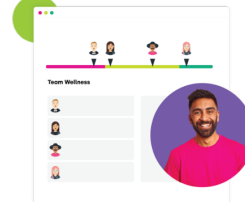
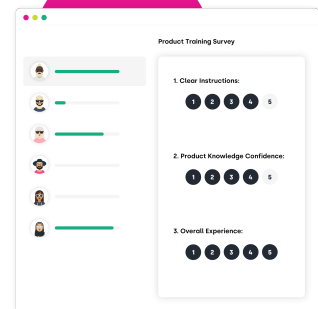
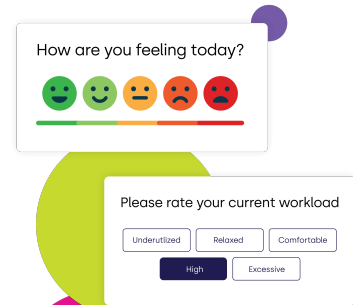
- **Real-time feedback and Coaching**
Connect QA data with coaching interventions.
- **Customizable evaluation and coaching forms**
Create tailored QA and coaching plans for any channel, process, or business need.



Voice of the Employee

Ensures continuous engagement with pulse checks and real-time feedback.

- **Individual pulse checks**
Capture employee sentiment and well-being.
- **Micro-surveys**
Gather insights on training, onboarding, and work experiences.
- **Manager insights**
Equip leaders with sentiment data to drive improvements.



Central AI Capabilities

Content Creation

Save time and boost learning efficiency:

Instantly create interactive learning content and quizzes by uploading files or text, keeping employees updated on processes, product knowledge, and company updates with minimal effort.

AI Assistant for Team Leaders

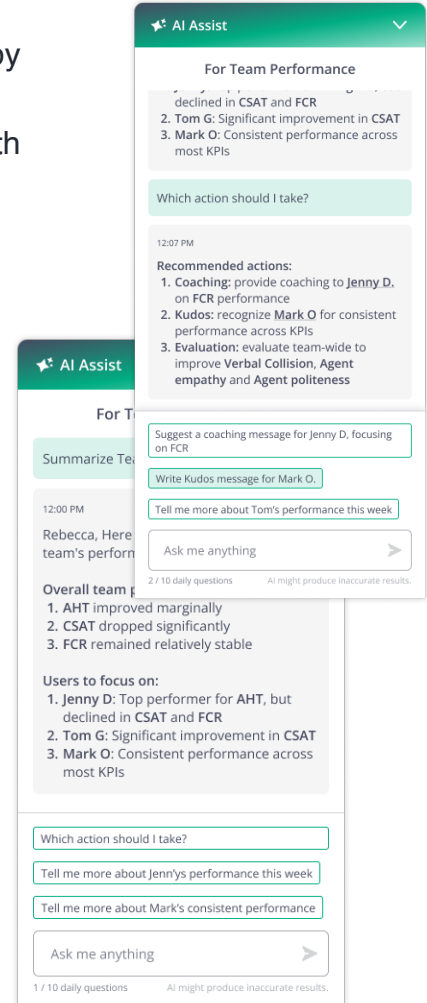
Streamline team management:

Save up to 4 hours weekly with an AI-powered conversational assistant that answers questions, delivers performance insights, and provides next-best-action coaching recommendations—so team leaders can focus on coaching and team connection.

AI Mission Summaries

Unlock actionable insights:

Gain clarity on team knowledge, proficiency, and training needs with automated summaries of quizzes, learning missions, and surveys—helping you spot trends and address skill gaps proactively. Plus, gain visibility into employee well-being through open-ended feedback and sentiment analysis.



All screenshots provided by Central.

Analysis by Brandon Hall Group™

Situational Analysis

Organizations face mounting pressure to deliver exceptional customer experiences while simultaneously battling high employee turnover and productivity challenges. In contact centers, retail environments and field sales operations, frontline performance directly impacts business outcomes, yet traditional approaches to performance management often fail to deliver consistent results. The disconnect between strategy and execution creates significant operational inefficiencies, with large enterprises particularly vulnerable to inconsistent performance across teams and locations.

Today's frontline workforce expects personalized development experiences that reflect consumer-grade technology interactions. Meanwhile, frontline managers—often promoted based on technical proficiency rather than leadership skills—struggle to effectively coach and develop their teams amid competing priorities and administrative burdens. This leadership gap further widens the strategy-to-execution divide that prevents organizations from achieving consistent, high-quality performance.

Challenges to the Business

Organizations managing large frontline workforces encounter several critical challenges that directly impact their bottom line:

- **High employee turnover and early attrition:** Contact centers and customer service operations face significant challenges with employee retention, particularly during the critical first 90 days of employment. According to Brandon Hall Group™ research, turnover in these environments is considerably higher than in other sectors.
- **Inconsistent performance across teams:** Traditional top-down communication creates a "telephone game" effect where strategy gets diluted or distorted before reaching frontline employees, resulting in performance variation across teams and locations.
- **Extended time to proficiency:** New employees typically require 30-90 days to reach full productivity, representing significant opportunity cost in high-volume service environments.
- **Disengaged workforce:** Our research shows that a significant majority of employees worldwide are not engaged or actively disengaged at work, leading to suboptimal performance and customer experience.
- **Fragmented employee experience:** The proliferation of point solutions creates disjointed experiences for employees who must navigate multiple

systems for learning, performance management, quality assurance, and recognition.

- **Underdeveloped frontline managers:** First-level supervisors often lack the tools, time, and skills to effectively coach their teams, despite their critical role in driving performance and retention.

Implications for the Business

Failing to address these challenges creates significant business consequences:

- **Revenue leakage:** Underperforming sales teams, missed cross-sell opportunities, and inconsistent customer experience directly impact top-line growth.
- **Elevated operational costs:** High turnover forces organizations into a perpetual hiring and onboarding cycle. Replacement costs can be substantial when considering recruitment, training, and lost productivity.
- **Delayed transformation initiatives:** When frontline execution is inconsistent, new product launches, process improvements, and strategic shifts take longer to implement effectively, compromising competitive advantage.
- **Customer experience degradation:** Performance inconsistency creates unpredictable customer journeys that damage brand perception and loyalty.
- **Innovation barriers:** Disengaged employees contribute fewer improvement ideas and show less initiative, limiting organizational ability to adapt and evolve.

Organizations that succeed in addressing these challenges create sustainable competitive advantages through higher employee retention, faster skill development, and more consistent execution of strategic initiatives.

Questions to be Answered by the Business

Organizations evaluating their frontline performance management approach should consider these key questions:

- How much is inconsistent frontline performance costing your organization in lost revenue, customer satisfaction, and operational inefficiency?
- What is your true cost of turnover when accounting for recruitment, onboarding, lost productivity, and customer impact?
- How effectively are you connecting learning, performance management, and employee engagement to drive measurable business outcomes?

- Are your frontline managers equipped with the tools and skills to effectively develop their teams?
- How personalized is your employee experience, and are you leveraging AI to scale individualized coaching and development?
- Is your current technology ecosystem helping or hindering your ability to create a unified employee experience?

Central as the Answer

Central's platform directly addresses frontline performance challenges through a unified approach that aligns employee development with business outcomes. Unlike point solutions that focus on individual aspects of performance, Central creates a comprehensive ecosystem that connects real-time performance management, personalized microlearning, AI-driven coaching, quality management, and employee voice—all enhanced through effective gamification.

The platform's distinctive approach places frontline employees at the center of the experience, working backward from their needs rather than focusing solely on management reporting. This employee-first methodology increases engagement while simultaneously providing managers with actionable insights to drive performance improvement. Key differentiators include:

- **Unified platform.** Central integrates functions that typically exist in separate systems — performance dashboards, learning management, quality assurance, coaching tools, and recognition. This integration creates a seamless experience for employees and provides a comprehensive view of performance drivers for managers and executives.
- **Employee-centric performance experience.** Rather than focusing exclusively on results, Central connects performance outcomes to underlying behaviors and skills, creating personalized development pathways for each employee. This approach sustains engagement while driving consistent improvement.
- **Industry-leading gamification.** While many solutions offer basic gamification elements, Central leverages advanced game mechanics and behavioral science to create sustained engagement. Challenges, competitions, and recognition are directly tied to business outcomes, ensuring gamification drives meaningful performance improvement rather than simply creating short-term excitement.
- **No-code/low-code solution.** Central empowers business users to quickly adapt the platform to changing needs without heavy reliance on IT resources. This flexibility allows organizations to respond rapidly to market shifts, product launches, and process changes.

- **Open architecture and seamless integrations.** Central's integration capabilities allow it to connect with existing systems including CRMs, workforce management tools, telephony platforms, quality management systems, learning management systems, and collaboration tools. This approach enhances rather than replaces existing technology investments.

Central's platform shows measurable impact across the employee lifecycle:

- **Preboarding and onboarding.** Reduces first-day ghosting and early attrition through pre-start engagement and structured onboarding experiences.
- **Time to proficiency.** Accelerates productivity ramp-up through personalized learning paths and real-time performance feedback.
- **Ongoing performance.** Customers using the platform report improvements in key metrics including CSAT scores, sales performance, average handle time, and upselling rates.
- **Employee engagement.** Organizations implementing Central have seen measurable increases in engagement metrics that correlate directly with productivity improvements.
- **Retention.** Multiple case studies demonstrate reduced overall turnover with particularly strong impact on high-performer retention.

These results are enabled by Central's AI capabilities, which support both employees and managers. For employees, the platform provides personalized development recommendations based on performance data and learning patterns. For managers, AI-powered coaching assistants identify performance trends, recommend coaching interventions, and even help draft feedback messages, saving managers [up to ten hours per week](#).

Organizations using Central report that the platform's greatest strength lies in its ability to create consistency across diverse teams while still allowing for personalization at the individual level. This balanced approach ensures strategic alignment without sacrificing the employee experience necessary for engagement and retention.

Central stands apart from traditional performance management, learning, and engagement solutions through its unified, employee-centric approach. By connecting performance outcomes with underlying behaviors and skills, the platform creates self-reinforcing improvement cycles that benefit both employees and the organization.

The platform's ability to integrate with existing systems makes it particularly valuable for large enterprises with complex technology ecosystems. Rather than forcing wholesale replacement of established tools, Central enhances their effectiveness by connecting them within a coherent employee experience framework.

For organizations struggling with frontline performance consistency, high turnover, or slow transformation initiatives, Central provides a comprehensive solution that addresses root causes rather than symptoms. The platform's measurable impact on business outcomes—from reduced attrition to improved sales performance—creates a compelling ROI that justifies investment.

As frontline employee experience continues to gain strategic importance, Central's AI Performance Experience Platform offers a forward-looking approach that balances technological innovation with human-centered design.

Contribution Team:

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About Brandon Hall Group™

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