Automation in Action: Rethinking QA for *Exceptional* Customer Experiences

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Do you have a QA process today?

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What % of your tickets do you QA?

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What if you could have 100% coverage *instantly?*

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Why companies implement QA?

To understand why customers are unhappy with CS

To know who needs training on which topics

To know what to improve in knowledge base

To know where are blockers in processes

To know what customers are saying

To improve quality and efficiency of support

To ensure consistency of support

To comply with regulations

To ensure efficiency in support operations

To know what customers want

To increase customer satisfaction

To reduce operational costs

To increase agent satisfaction and have less turnover

To influence product and service decisions

To decide on knowledge base improvements

Competitive advantage

Less churn

Positive word of mouth

Increased LTV

More closed deals

To reduce volume

More profit for the company

Why do customers need AI in Quality Assurance ?

Traditional QA Processes: 1-10% of tickets reviewed

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This is QA to most organizations

Bias towards negative conversations

| Review Area	Review Category
Understanding ▾	Don't offer solutions until you fully understand the issue
Understanding ▾	Offer the correct solutions
Understanding ▾	Only asked questions required to add understanding
Understanding ▾	Explained the reason behind questions
Understanding ▾	Ask questions in the fewest messages possible
Empathetic Commu... ▾	Address negative experience/feelings directly
Empathetic Commu... ▾	Address positive experience/feelings directly
Empathetic Commu... ▾	Use personalized emotional language
Empathetic Commu... ▾	Offer positive outlook on customer
Empathetic Commu... ▾	Didn't amplify negative outlook
Empathetic Commu... ▾	Demonstrate eagerness to help
User Education ▾	Sent correct help center knowledge (if available)
User Education ▾	Sent correct blog post if available (if available)
User Education ▾	Explain the root issue using plain and understandable language
User Education ▾	Explain the resolution using plain and understandable language
Process Adherence ▾	Document any process exceptions you took on an internal note (if relevant)
Process Adherence ▾	Document any external conversations regarding the ticket on an internal note (if
Process Adherence ▾	Document any additional followup steps taken on the ticket on an internal note
Process Adherence ▾	Followed correct process
Process Adherence ▾	Used the correct macros for the issue (where relevant)
Process Adherence ▾	Modified macros to meet customer's specific neeeds
Process Adherence ▾	Left ticket in the correct status
Process Adherence ▾	Follow the ticket escalation process (if required)

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While AI is transforming customer service, traditional QA poses challenges for CS teams

Time consuming, manual and costly processes

Minimal coverage
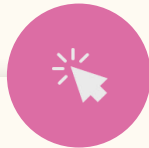
Can't measure let alone improve quality

Ineffective issue detection - random reviews of tickets

Low agent performance and morale

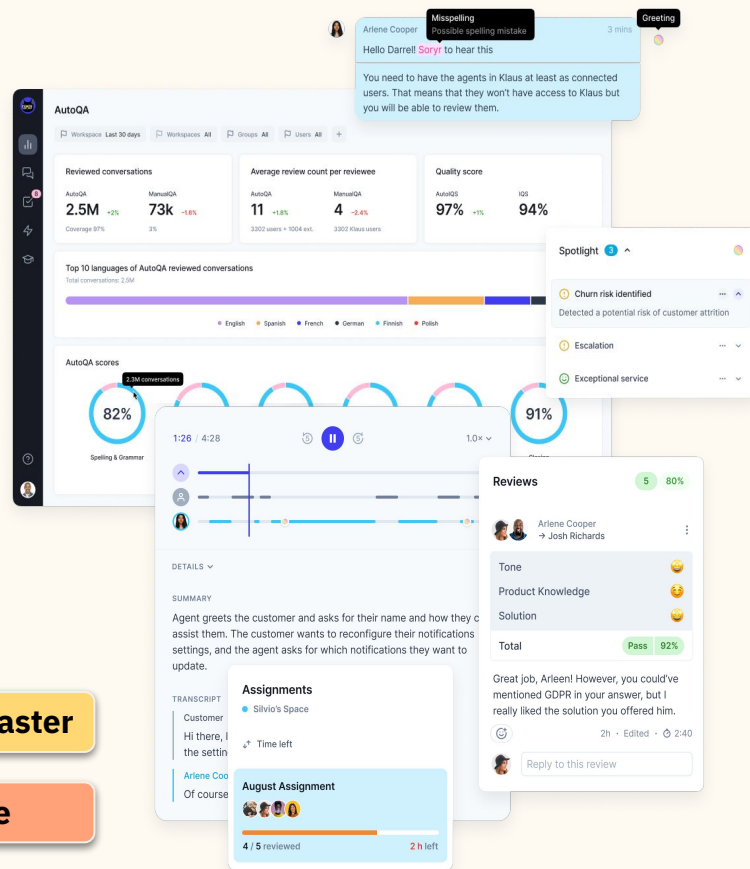Lack of consistency reduces morale, increases churn, and escalations are more common.

Slow or stalled support improvements

Poor reporting - not able to see issues. No systematic feedback or coaching.

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AI is transforming customer service. Operational challenges are growing as change accelerates.

Time consuming, manual and costly processes

Human-driven reviews, analysis reporting & analysis can't scale across channels & BPOs.

Can't pinpoint why quality decreases

Ineffective issue detection – missing root causes and context behind changes

Low agent performance and morale

Lack of consistency reduces morale and increases churn, and escalations are more common.

Slow or stalled support improvements

Poor reporting – not able to see issues. No systematic feedback or coaching.

Effective quality management is more important than ever to CX operations

And as AI drives up the speed and frequency of customer engagement, **only AI-powered QA can keep up.**

Consistently provide better answers

Provide consistently better answers with internal quality reviews and customer feedback

Improve agent performance

Spot knowledge gaps, identify recurring issues and uncover coaching opportunities and training needs

Target important interactions

Achieve 100% coverage focus on conversations most likely to improve agent performance
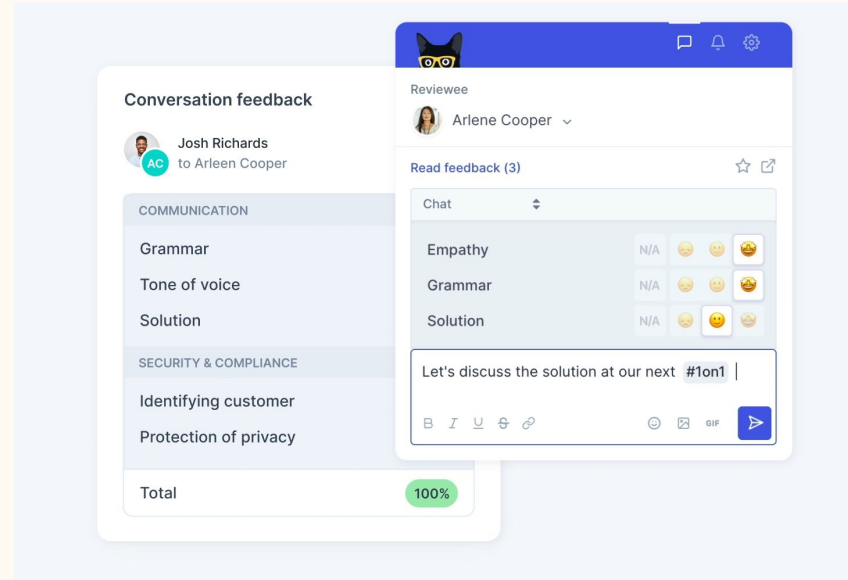
See the bigger picture trends

Measure support quality and capture trends to improve resolution time, interactions per case and customer satisfaction

Deliver better service, more consistently

- Use AI to pinpoint and fix gaps in your service experiences

- Positive and Negative sentiment analysis

- More intuitive, bias-free and comprehensive approach to quality management

- Ensure an organisation-wide quality standard

Conversation feedback

Josh Richards
to Arleen Cooper

COMMUNICATION

Grammar

Tone of voice

Solution

SECURITY & COMPLIANCE

Identifying customer

Protection of privacy

Total   100%

Reviewee
Arlene Cooper

Read feedback (3)

Chat

Empathy   N/A
Grammar   N/A
Solution   N/A

Let's discuss the solution at our next #1on1

Scorecards | Eliminate inconsistencies and bias

Evaluate 100% of your agents' conversations

- Automatically analyse & score EVERY interaction across all agents, BPOs, channels and languages

- Identify outliers, churn risk and escalations

- Automatic review assignments & goal setting

- On-demand conversation translation

- VoiceQA: Automatic call summary & transcription make it much easier and quicker to review calls
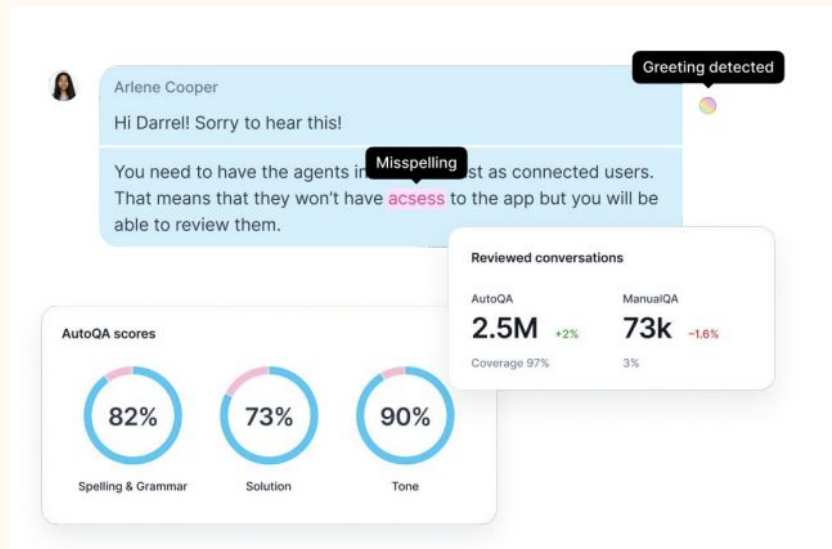
AutoQA decreases time spent per review by 12%

# Provide 360° feedback for better agent performance

- Identify top and low-performers, knowledge gaps and recurring issues, and uncover training needs

- Boost morale and accountability with a regular flow of transparent and actionable feedback

- Visually track trends and the impact your coaching efforts have on your team's progress
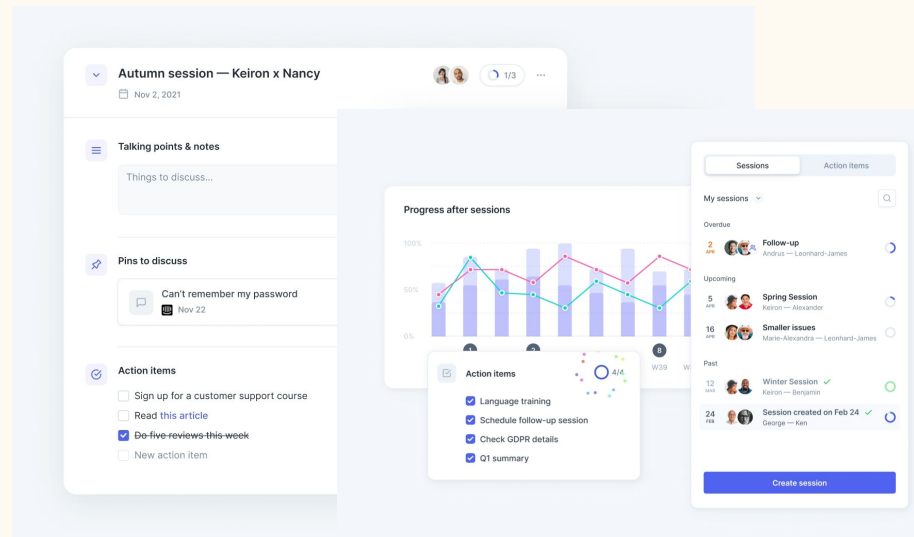
Feedback | Reduce agent churn

Measure service quality and capture trends

- Understand the true relationship between metrics, quality and what leads to best and worst outcomes

- Recognise a decreasing knowledge trend and figure out whether this is at an agent level, common in a team or a wider issue

- Build stronger relationships between teams and ensure consistency and uniformity
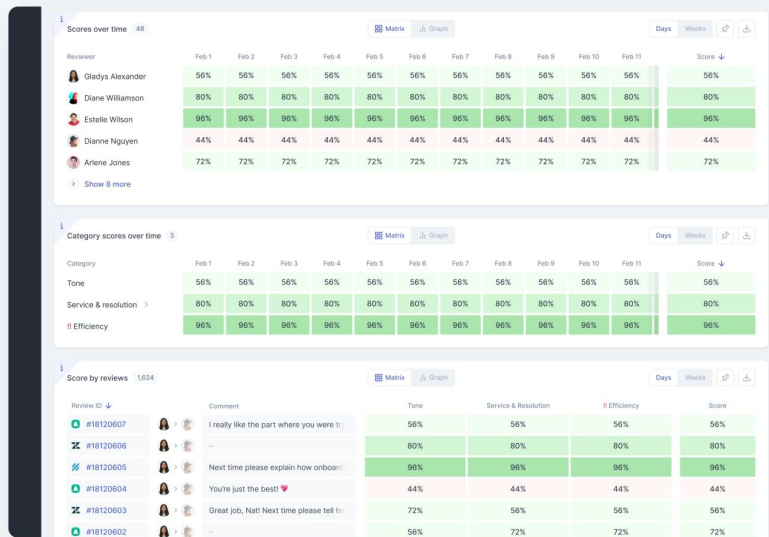
Instant overview | Drill into the details

AutoQA - Helping QA teams achieve 100% visibility

AutoQA 🌈
Niclas (Agent)

OPENING

Greeting 👎 👍

Closing 👎 👍

SOFT SKILLS

Tone 😓 😐 😊 🙂 😐

Readability 😕 😐 🤩

Spelling ... 😕 😐 😊 🙂 🤩

Empathy 👎 👍

PROCESS

Solution offered 👎 👍

Comprehension 👎 👍

- Show less

Total 🌈 **75%**

AQS

Category scores per reviewee

Reviewee	Closing	Comprehension	Empathy	Greeting	Grammar	Readability	Solution ⌄	Tone
Zach Wermich	63 %	88 %	25 %	38 %	100 %	100 %	88 %	38 %
Melani (Agent)	75 %	71 %	75 %	91 %	94 %	99 %	54 %	100 %
Alex (Agent)	64 %	74 %	65 %	91 %	88 %	98 %	52 %	85 %
Alberto (Agent)	67 %	61 %	61 %	72 %	94 %	98 %	52 %	95 %
Riley Young	50 %	100 %	50 %	100 %	89 %	100 %	50 %	50 %
Matt (Agent)	63 %	52 %	52 %	69 %	89 %	99 %	48 %	92 %
Inês (Agent)	58 %	62 %	57 %	78 %	93 %	99 %	48 %	93 %
Zac O'Neill (Agent)	60 %	50 %	44 %	84 %	94 %	97 %	47 %	93 %
Lisanna (Agent)	35 %	47 %	35 %	91 %	94 %	98 %	47 %	78 %
Rafael Cordeiro (Agent)	63 %	58 %	62 %	81 %	93 %	96 %	46 %	85 %
Niclas (Agent)	62 %	77 %	69 %	84 %	90 %	94 %	46 %	85 %
Lois Lane	54 %	62 %	46 %	38 %	100 %	96 %	46 %	54 %

Category scores over time

Conversation created week

— Closing — Comprehension — Empathy — Grammar — Greeting — Readability — Solution — Tone

Agents = 🚫👀

Spotlight

SPOTLIGHT

Bot communication efficiency • Bot repetition • Churn risk • Dead air • Escalation • Exceptional service
Follow-up • Ineligible for review • Outlier • Recording disclosure missing • Sentiment

- 100% of conversations get analyzed

- Find those needle-in-the-haystack cases

- Custom spotlights for company specific insights

- Easily filter for conversations where spotlight was triggered

SPOTLIGHT

⚠ Churn risk identified

👁 Escalation requested

👁 Outlier detected

⚠ Negative sentiment
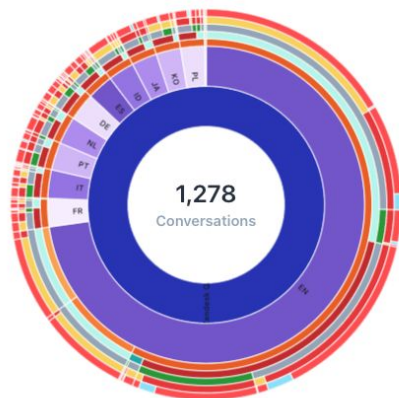
⚠ Knowledge gap

Conversation Insights

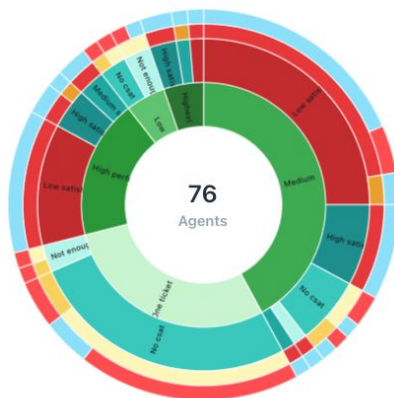Last 30 days | Last month | Last 7 days | Last week

Conversations

All

Agents

All

1,278
Conversations

76
Agents

- ☑ Connection ⌄
- ☑ Language ⌄
- ☑ Channel ⌄
- ☑ CSAT ⌄
- ☑ Outliers ⌄
- ☑ Sentiment ⌄
- ☑ Review status ⌄

- ☑ Volume ⌄
- ☑ CSAT ⌄
- ☑ Sentiment ⌄
- ☑ Review status ⌄

⇅ Newest

[U] Error Message on Shopping ...
✕ Feb 20

[U] Why do I see multiple charges?
✕ Feb 20

[U] Provide New Hire with Comp...
✕ Feb 20

☹ [U] Need a refund...
✕ Feb 20

Difficultés d'accès à la plateforme
✕ Feb 20

[U] Printer is on Fire!
✕ Feb 20

[U] Cant reset password!
✕ Feb 20

[U] Plans to open a store in Seatt...
✕ Feb 20

[U] Need help with building a ne...
✕ Feb 20

[U] Password reset.
✕ Feb 20

[U] Need to deactivate my accou...
✕ Feb 20

[U] Provide New Hire with Comp...

🔍 Find by ID (⌘K)

CSAT Predicted Drivers

Survey responses 609

Time ↓	User	Comment	Comment size 🔵	Predicted CSAT drivers 🔵
Feb 18	A(	Very dissatisfied with the response and service...	Mid-length	Negative sentiment
Feb 18	A(	Very dissatisfied with the service provided.	Short	Bad support
Feb 18	M(	I am extremely disappointed with the service I ...	Long	Feedback for agent Bad support
Feb 18	C(	The agent was rude and unhelpful, leaving me ...	Mid-length	Feedback for agent Bad support
Feb 18	R(	😡	Short	Emotions-galore
Feb 18	V(	🙁	Short	Complaint Emotions-galore
Feb 18	K(	I am extremely disappointed with the service p...	Very long	Complaint Bad support
Feb 18	RC	I am extremely disappointed with the service I ...	Very long	Bad support
Feb 18	N(	Very dissatisfied with the service and response...	Mid-length	Bad support
Feb 18	L(	The interaction was not satisfactory as my issu...	Long	Feedback for agent Issue not solved

Small Group Discussion: How do you QA today? What's working + what isn't?

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How can evolving your QA processes improve your current CX? Impact the bottom line?

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