Microsoft

Beyond Deployment: The Quality Assurance and Measurement Essentials for AI-Powered CX

Execs In The Know

Welcome our panel

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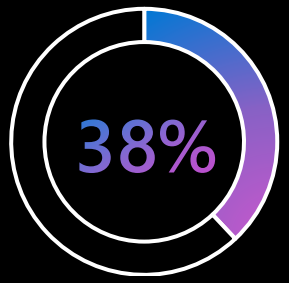
Head of Global Digital Experience

AI has reshaped service...

Conversational AI

Generative AI

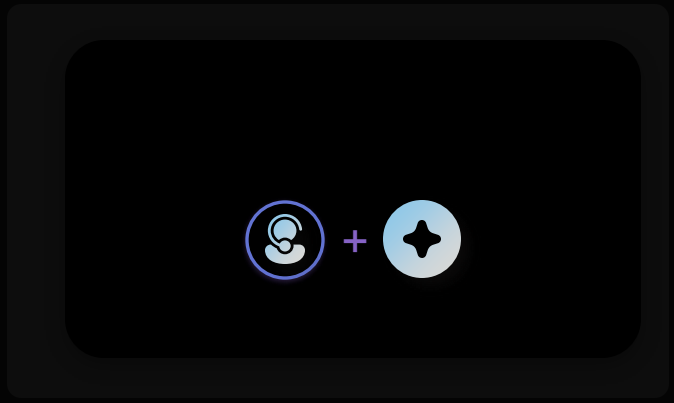
Agentic AI



Support functions account for 38% of all business value from AI.

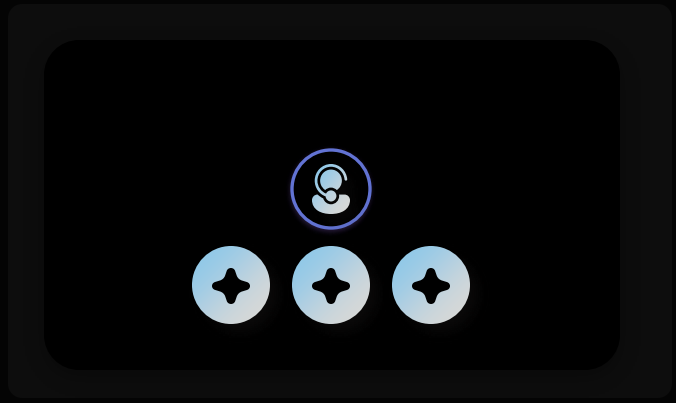
What do we mean by AI-powered CX ?

Human with assistants



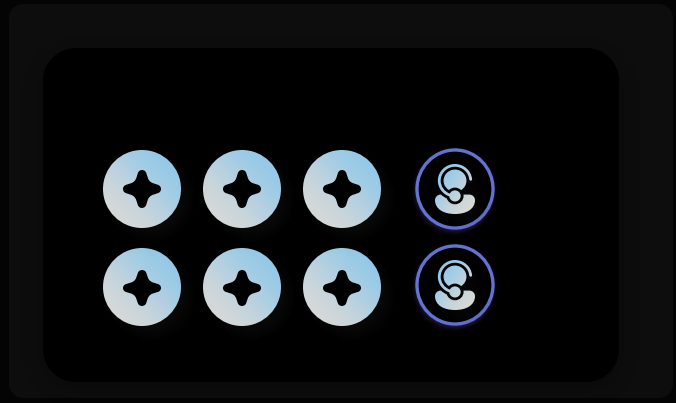
Every employee has an AI assistant that helps them work better and faster

Human-led agents



Agents join teams as “digital colleagues,” taking on specific tasks with human direction

Human-led, agent-operated



Humans set direction and agents run entire business processes and workflows, checking in as needed

Which AI performance metrics drive meaningful action in your organization?

What you measure determines what you get...

Measure Outcomes not Activity

CSAT shift
Resolution quality
Customer effort

Instrument Early Warning Signals

Escalation patterns
Repeat contact
Sentiment change

Validate AI health

Precision / accuracy
Edge case frequency
Intent shift

The day-to-day QA layer

What's automated?
What's human-reviewed?
Who owns it?

Drift, bias and governance

Lightning Round

1

Red flag that tells you your AI needs immediate attention

2

Metric you'd keep even if you had to drop all the others

3

What CX leaders should stop doing in AI measurement

4

What they should start doing immediately

Key takeaways

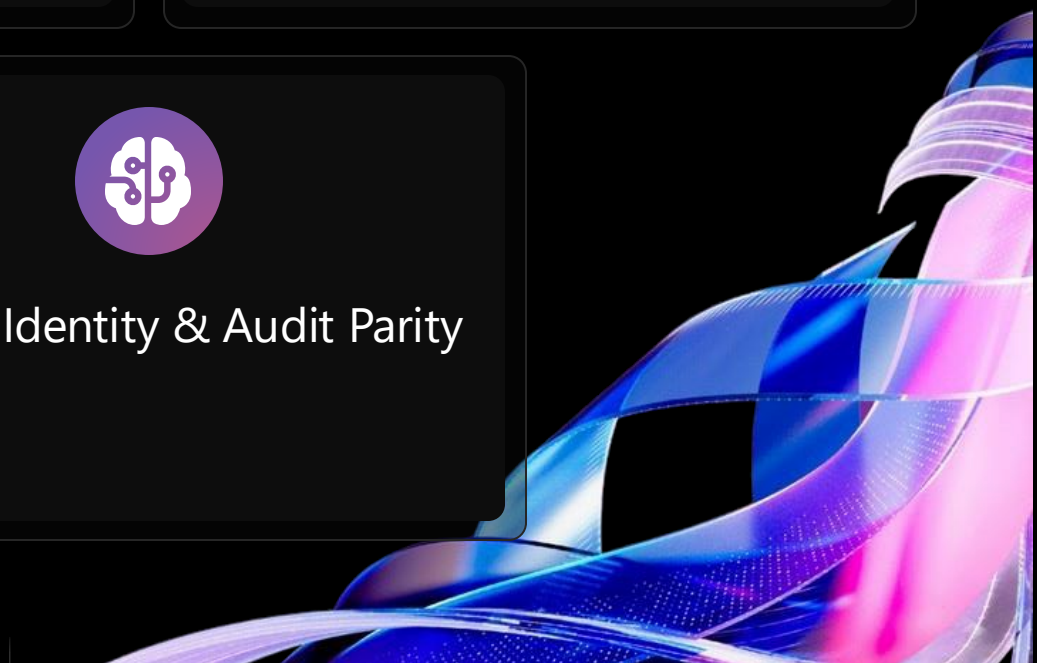
Quality Assurance
Humans + AI Agents

Continuous closed learning loops
(Human approved)

Design Time & Run-time Guardrails

Drift Detection
Continuous & trigger-based evaluations

Security, Identity & Audit Parity



Q&A

Let’s connect!