

Auto QA: Boost Agent Performance, Faster.

Auto QA uses the power of AI and machine learning to recommend QA evaluation form responses, empowering contact centers to scale operations and boost agent performance, faster.

AUTO QA WORKS BECAUSE IT IS –

Comprehensive with a machine-automated line of sight into how agents are performing across every interaction, delivering trustworthy and actionable intelligence.

Consistent by establishing an objective evaluation lens across your entire business, normalizing QA scoring, and eliminating human errors and biases.

Calibrated combining the best of both worlds – human and machine intelligence – allowing contact centers to test, tune, and validate machine-driven results.

Areas of Opportunity

	Manual Evaluations	Observe.AI Evaluations
Did the agent greet the customer?	25% (2/8)	94% (1970/2100)

Make business decisions, backed by high-volume QA data.

BENEFITS AT A GLANCE

1,000X volume of QA evaluations completed

Instantaneous insights into coaching opportunities

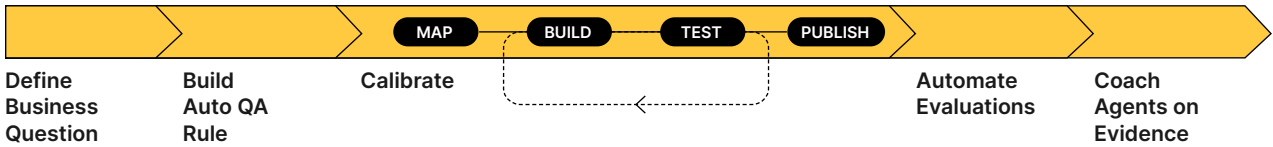
100% visibility into agent performance

Faster feedback to agents

Adaptive, Human-Informed Automation

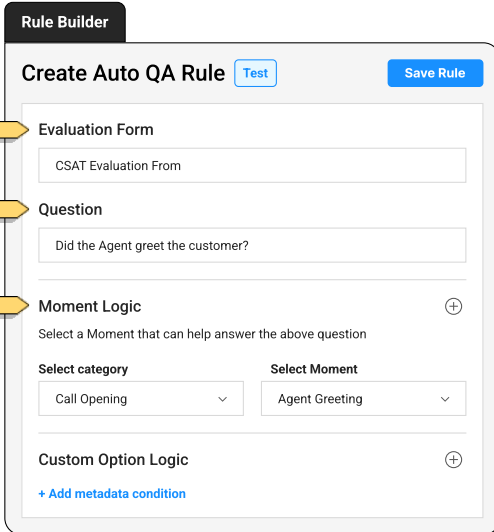
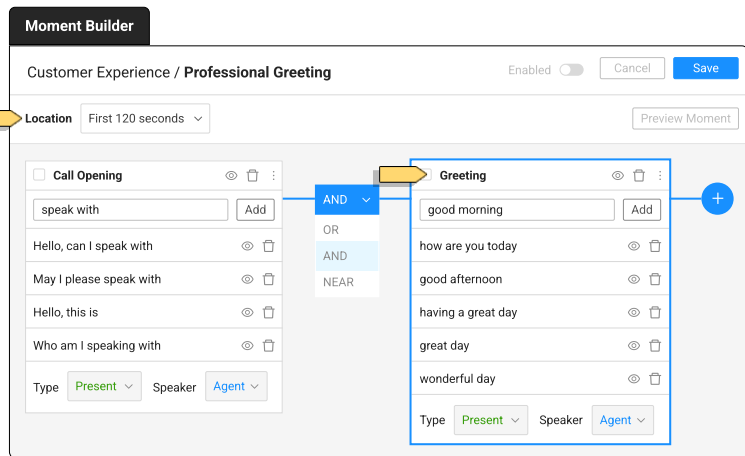
We empower your QA talent to customize automation rules to the unique requirements of your business. Contact center QA and operations teams can test, tune and calibrate machine-driven automation to get evidence backed insights and boost agent performance.

How it works



DEFINE

Define your business question. Then, our AI and machine learning will help you find supporting evidence across interactions.



BUILD

Build automation rules to evaluate questions in forms – link questions to Moments.

CALIBRATE

Use the Calibration process to control the level of accuracy you desire for automation.

PUBLISH

Automate at your own pace until you're confident enough in your automation rules. Publish your rules when you are ready for the Observe.AI machine to take over.

COACH

1,000X QAs completed to access agent performance data with greater speed, consistency, and objectivity for faster impact.

Areas of Opportunity		Manual Evaluations	Observe.AI Evaluations
Did the agent greet the customer ?	25% (2/8)	94% (1970/2100)	
Did the agent display empathy ?	75% (6/8)	78% (1895/2430)	
Did the agent adhere to the script ?	87% (7/8)	18% (577/3210)	