

# Auto QA 15-Minute Masterclass

Over the next few minutes, you will learn:

- The drawbacks and **negative impacts of manual QA**
- What **Auto QA is and how it works**
- Auto QA **best practices** and **pitfalls to avoid**
- How **Auto QA benefits YOU** (whether you're an agent, manager, or senior leader)



**Presented by:**

**John Ortiz**

**Contact Center AI & Analytics Consultant**





# Why Traditional QA Falls Short



**Limited Visibility (1 - 2% of calls reviewed)**



**Inconsistent / Subjective Evaluations**

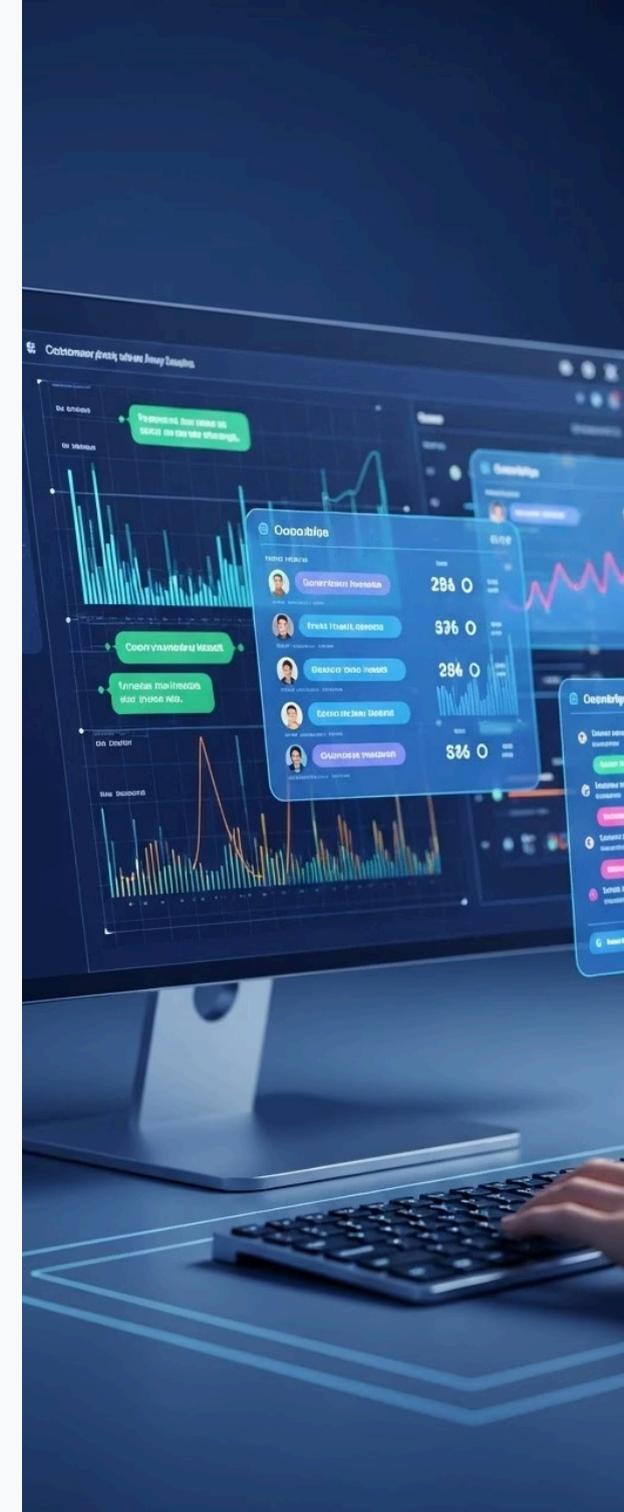
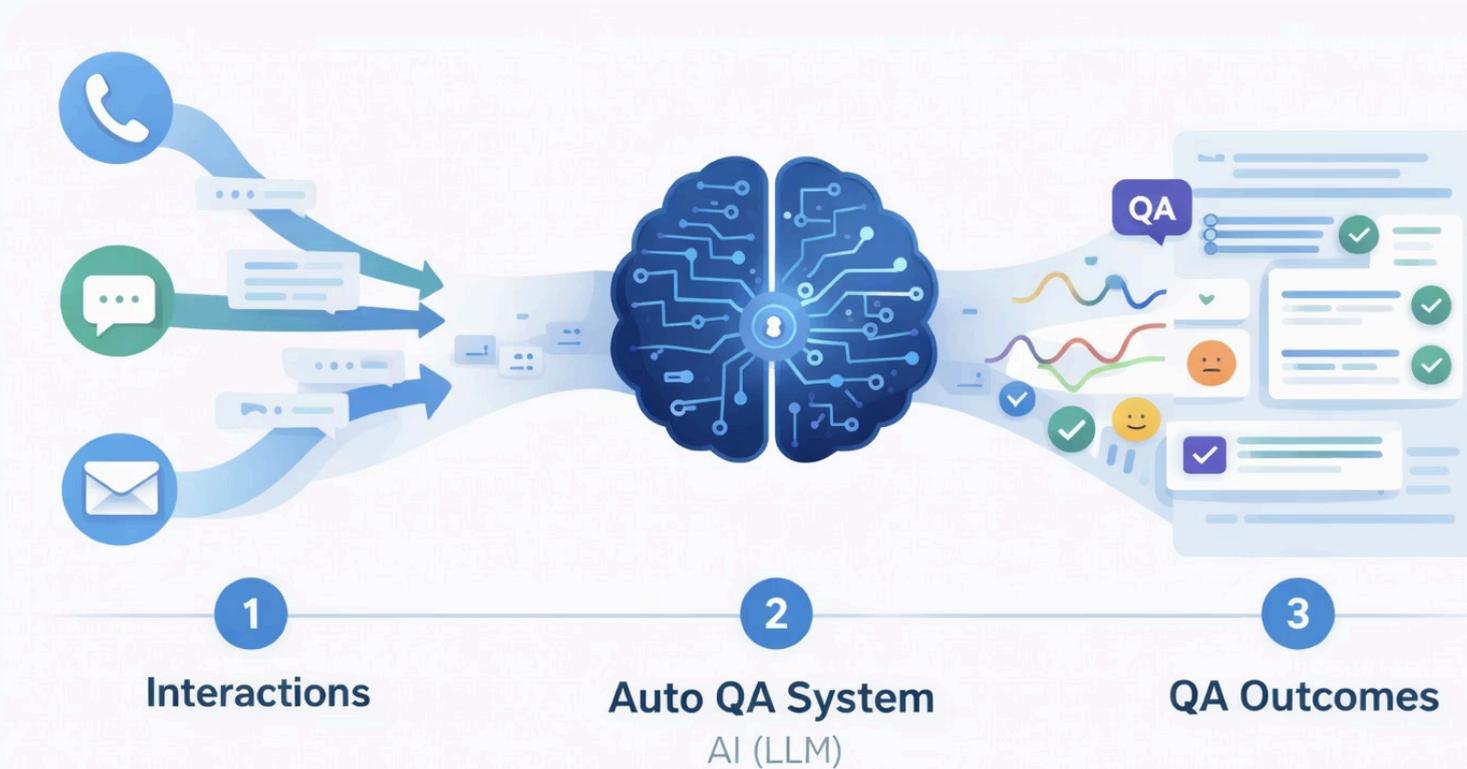


**Resource Intensive**

# What Is Auto QA?

Auto QA leverages AI to evaluate every customer interaction automatically.

## How Does it Work?





# What Changes When QA Is Fully Automated

Once QA is fully automated, the impact goes far beyond efficiency.

**Evaluate 100% of Interactions**

**Immediate Feedback & Coaching**

**Move from reactive audits to proactive coaching**



**Consistent Scoring Across All Agents**

**Identify patterns across teams and time**



# Auto QA Best Practices and Pitfalls to Avoid



# 4 Auto QA Best Practices Every Team Must Learn First

01

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**Augment manual QA first. Do not replace it overnight.**

03

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**Let AI classify calls before applying a scorecard.**

02

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**Redesign QA scorecards for AI, not humans.**

04

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**Pair Auto QA with coaching, immediately.**



## Main Pitfall To Avoid with Auto QA

1

### When Auto QA Goes Wrong

- Script adherence becomes the goal
- QA scores improve, but CX and revenue don't
- Quality insights live in silos, disconnected from outcomes

2

### What the Best Teams Do Instead

Stop asking: "Did the agent follow the script?"

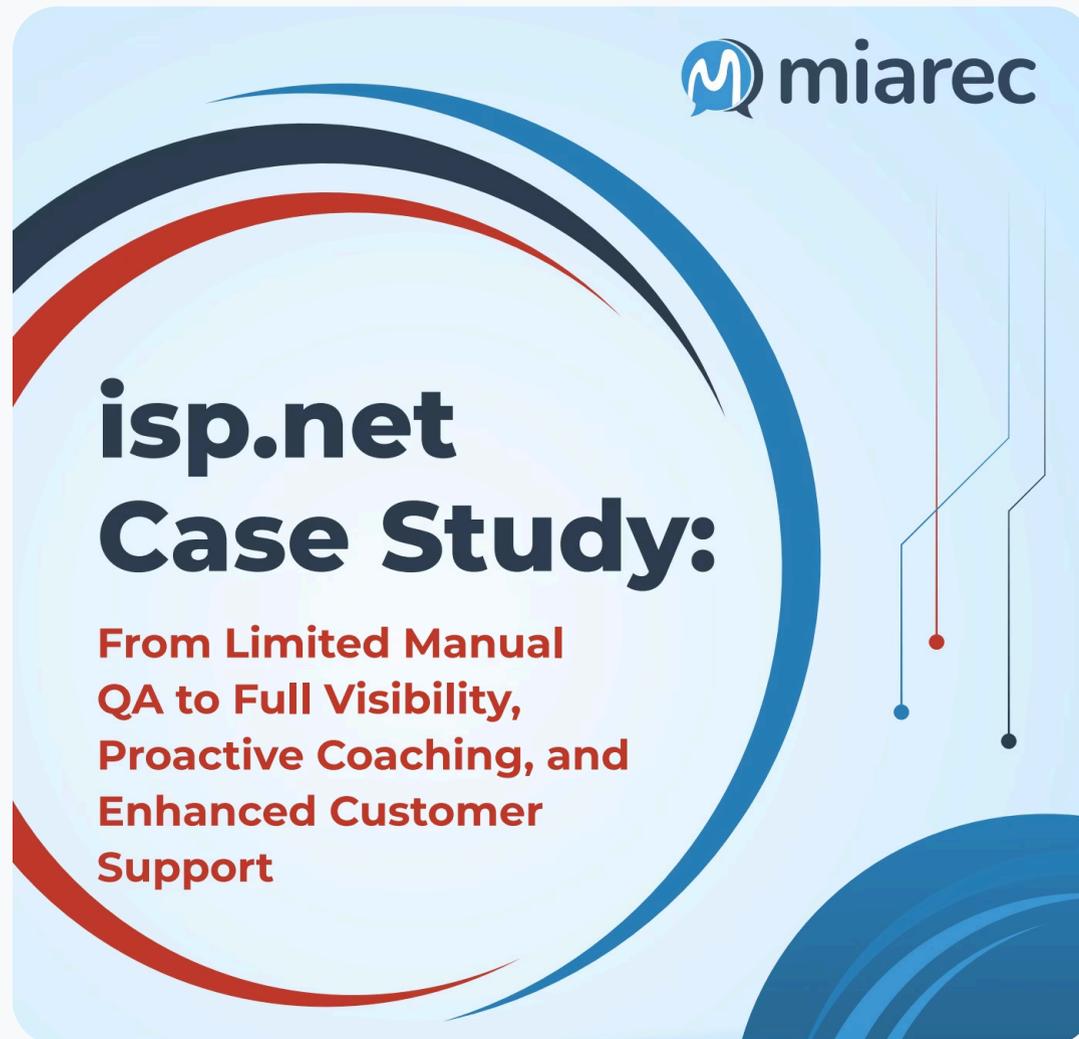
Start asking: "Did this behavior improve the outcome?"

#### Connect QA to:

CSAT • Effort • Churn Risk • Revenue

Auto QA creates value by **improving outcomes**, not enforcing behavior.

# Customer Case Study!



1

**Started with limited visibility and manual QA**

2

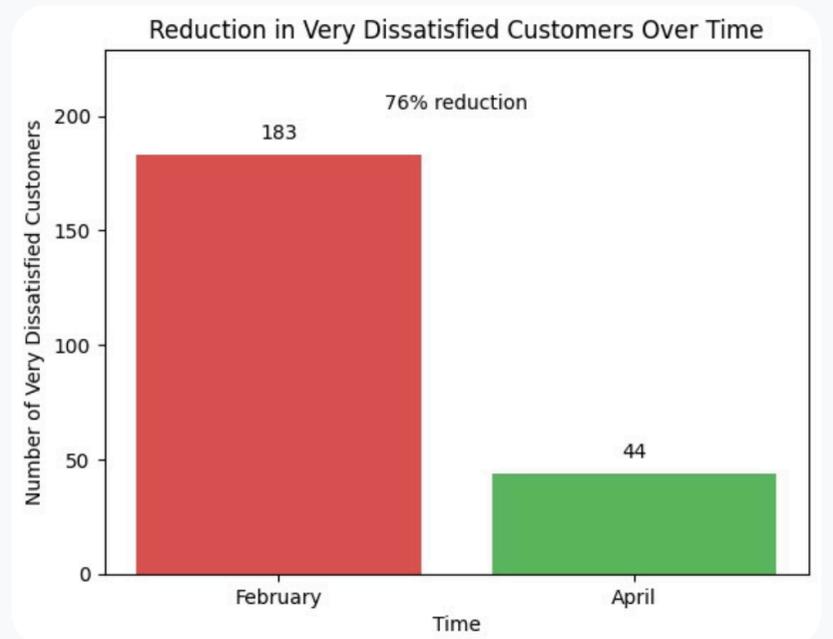
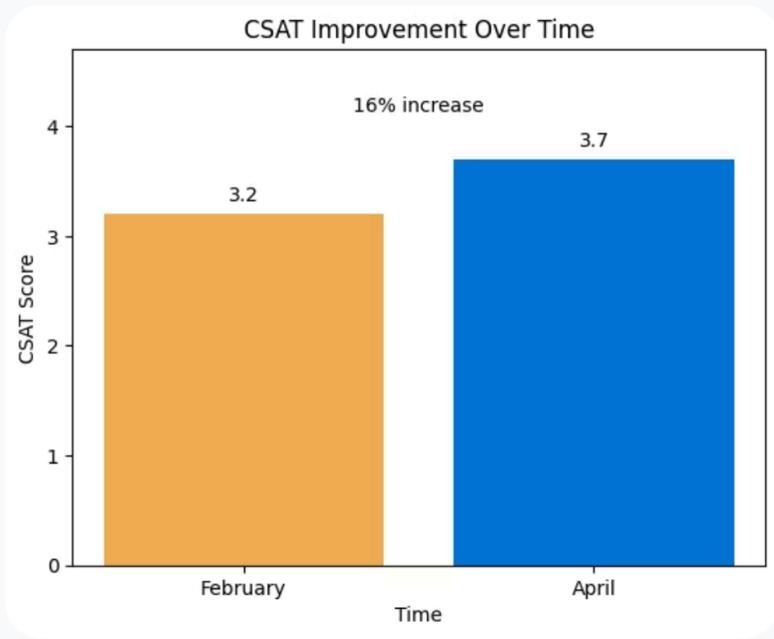
**Shifted to 100% Auto QA with AI-driven coaching**

3

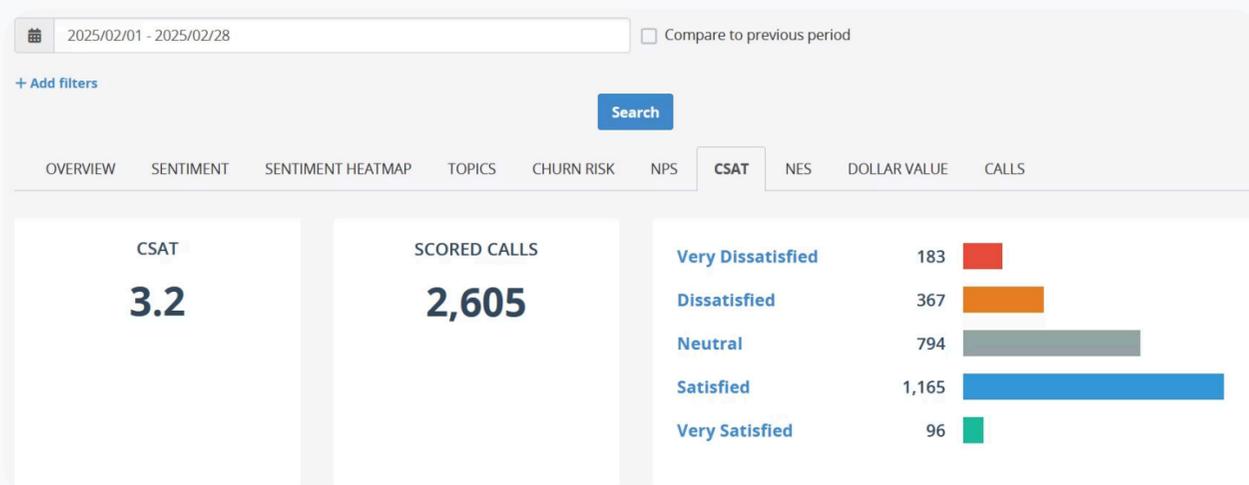
**Used QA to improve CX, retention, and smarter decisions**

Drop "Case Study" in the chat 🖱️ if you would like a copy of the full case study

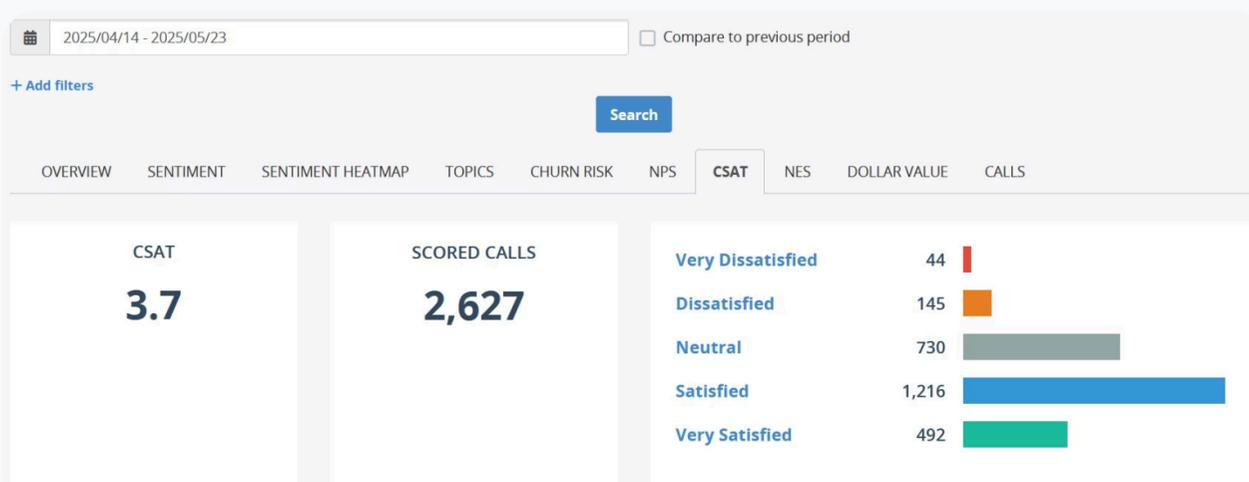
# Real Customer Example - Improved CSAT



## CSAT Dashboard for the month of February



## CSAT Dashboard After Using MiaRec Auto QA + CX Metrics for Several Months



# How Auto QA Benefits Agents

Beyond automation, Auto QA provides **fairness, clarity, and growth** for every agent.



## Fair & Consistent

Evaluations across 100% of calls, not random samples.



## Faster Feedback

Insights delivered quickly, while interactions are still fresh.



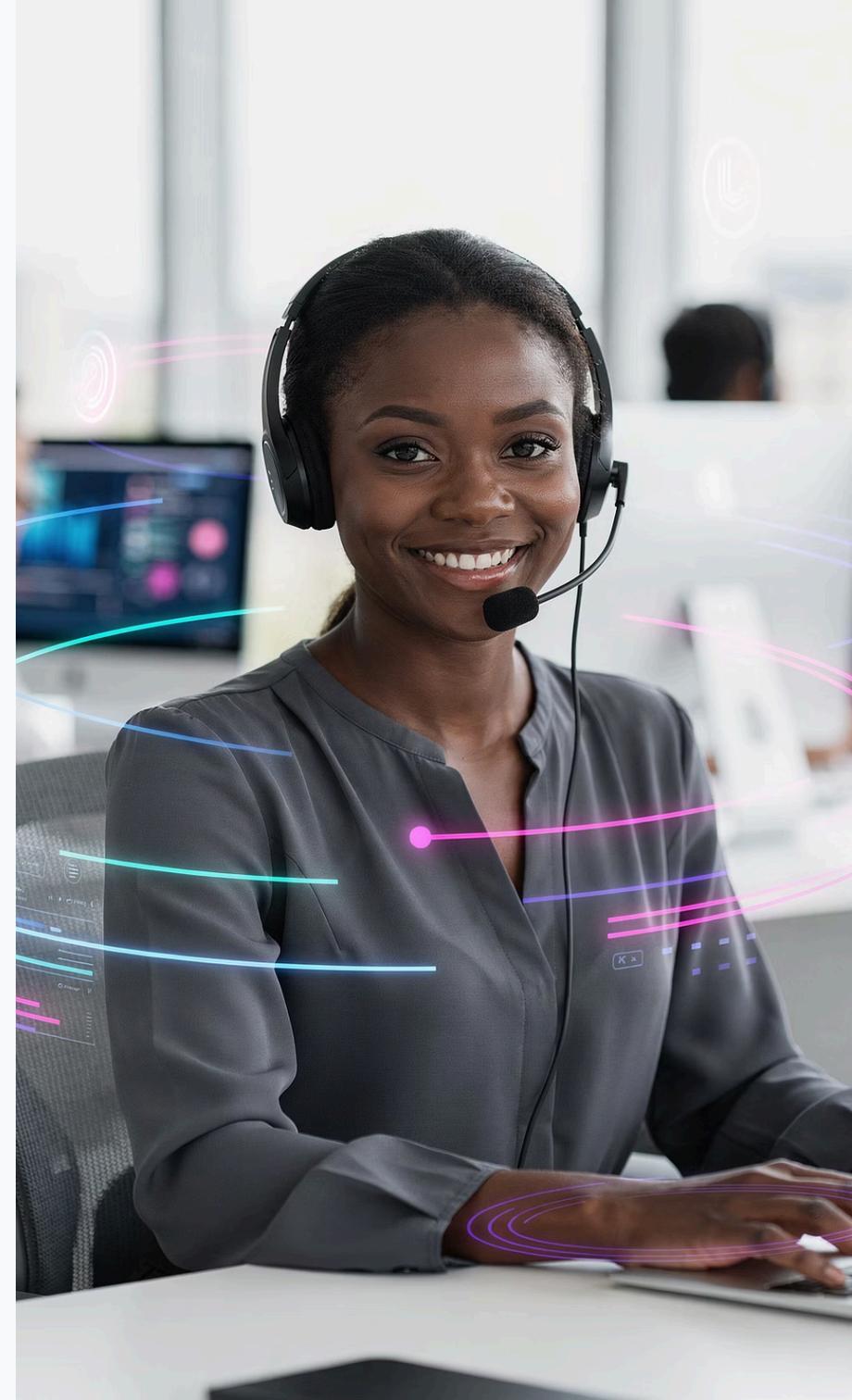
## Self-Improvement

Agents can self-review and improve independently.



## Performance Recognition

Strong performance is consistently acknowledged and rewarded.





# How Auto QA Benefits Managers

For QA Managers, Team Leads, and Contact Center Managers, Auto QA provides **leverage, unparalleled visibility, and precise performance control.**

## Massive Time Savings with Full Visibility

Eliminate manual reviews and cumbersome spreadsheets, freeing up valuable management time.

## Bias-Free Scoring

Ensure consistent and objective evaluations that build trust and fairness with your agents.

## Automated Reporting with Trend Insights

Generate leadership updates effortlessly with automatic reporting, replacing manual prep.

## Gamification at Scale

Leverage QA scores for effective gamification, driving motivation and better results across your team.

# How Auto QA Benefits Senior Leadership and the Business

Operational discipline that drives financial outcomes.

## Direct Impact

### Reduced Agent Attrition

Fair evaluations and targeted coaching enhance agent satisfaction and retention.

### Improved Customer Experience

Ensure consistent service delivery, elevating overall customer satisfaction.

### Increased Sales Effectiveness

Uncover missed opportunities and close coaching gaps, driving higher sales conversions.

## Indirect Impact

### Lower Operational Costs

Eliminate manual QA efforts and reduce rework, leading to significant cost savings.

### Higher Customer Retention

Identify and address customer experience breakdowns proactively, boosting loyalty.

### Increased Revenue

Gain insights into how frontline behavior directly impacts revenue, retention, and efficiency.

**Lower operational costs, higher revenue, and a measurable improvement to the bottom line.**



# Three Things to Remember About Auto QA

## Drive Outcomes, Not Scores

Tie QA to CSAT, churn, and revenue.

## Coaching Changes Behavior

Use insights to coach, not just score.

## Not Set-It-and-Forget-It

Refine, validate, and own the system.

