



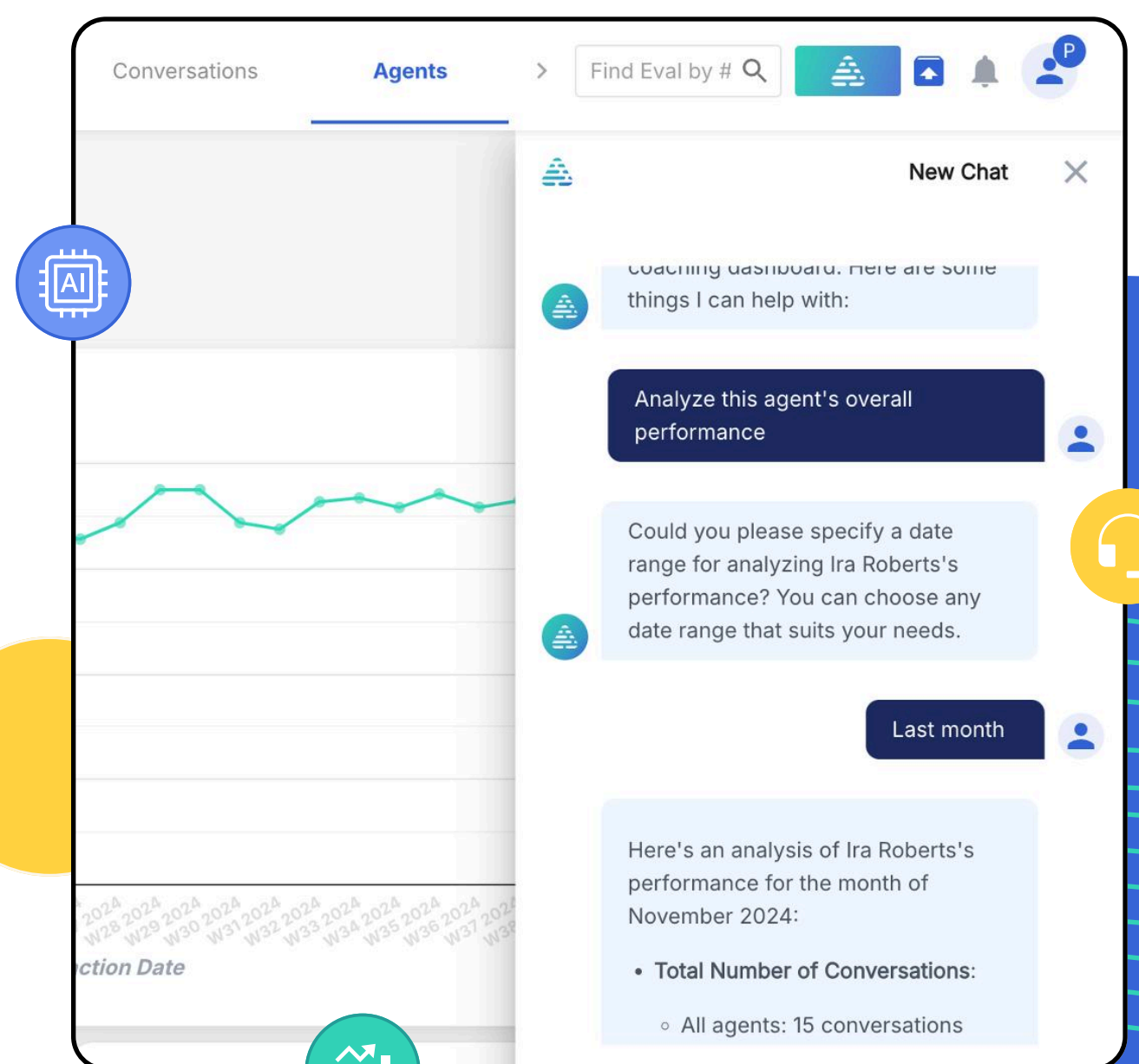
QA for Call Centers: 3 Step AI Maturity Model

How are you automating QA for your call centers?

High call volumes, employee burnout, turnover, and complex information workflows for agents and those calling in, especially in healthcare, are just the start of burdens faced by contact centers. On top of that, teams are burdened by a highly manual process today.

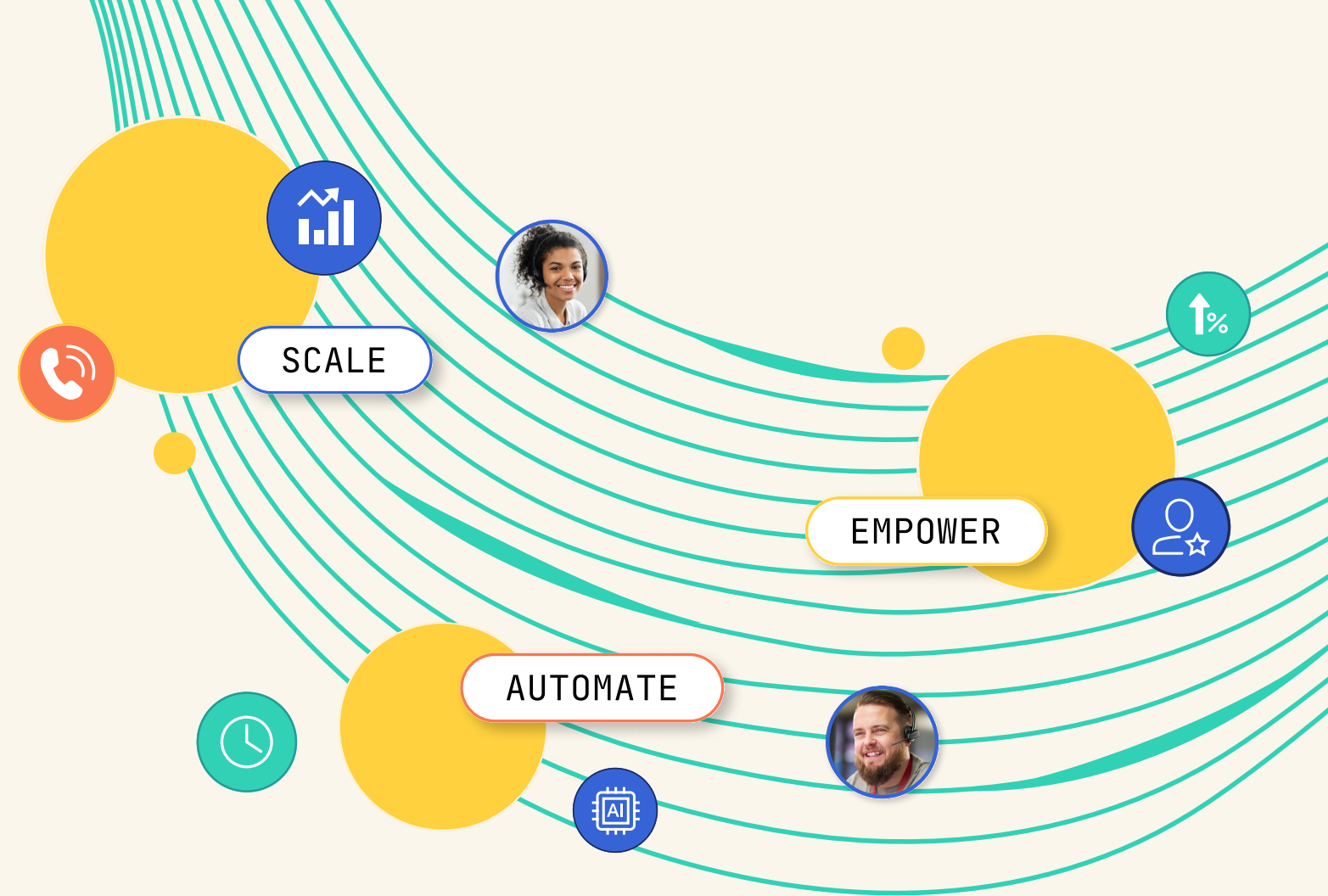
AI is transforming how contact centers streamline processes and operationalize performance data.

Learn a path to effectively scale QA for call centers with a step-by-step approach. →



Transform your contact center into an insights center.

Develop an automated quality management program that can scale, automate, and empower your data to deliver positive results with the following approach at Authenticix.



Scale QA with a Step-by-Step Approach

START HERE

To get started define what you are trying to do and why it is important.

STEP 1

Scale with AI

Start scaling your call auditing and basic skills performance scoring with out-of-the-box AI models & rule-based classifiers.



STEP 2

Customize Your Automation

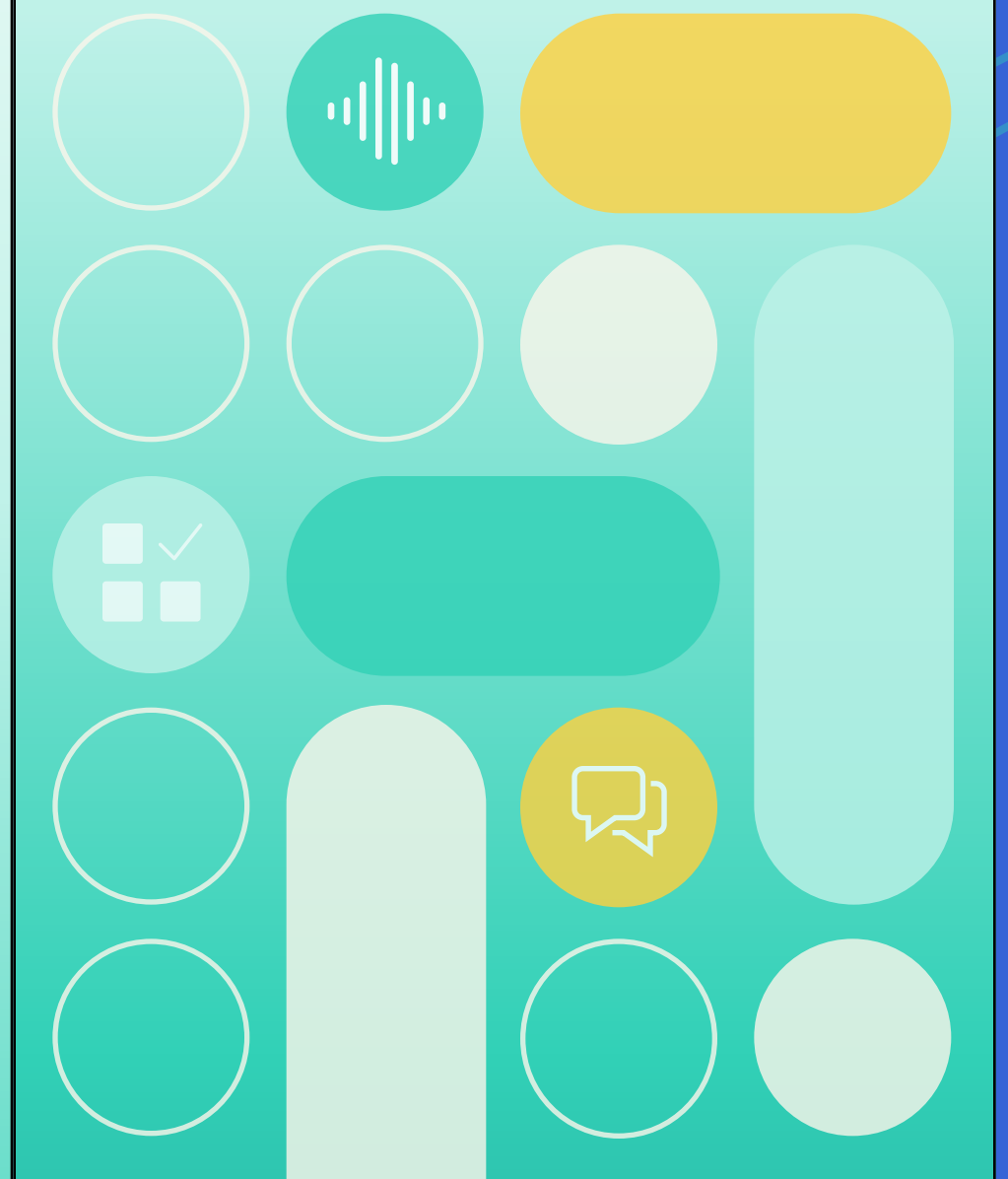
Develop and activate custom rubrics with specific criteria for the business and areas of focus.



STEP 3

Empower with Rapid Insights

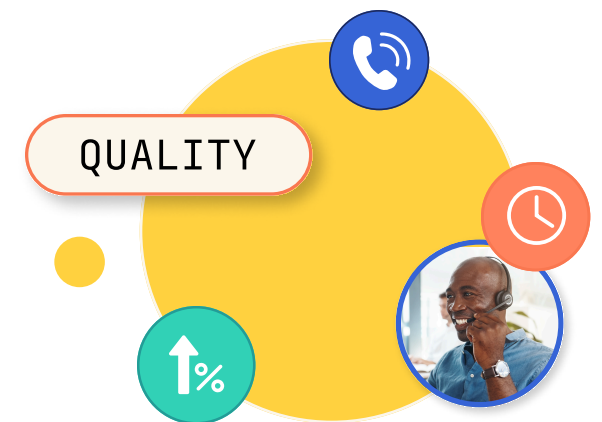
Complex analysis and scoring with LLMs and AI models that leverage additional context from conversation data for more dynamic insights.



START HERE

To get started it's important to answer three core questions.

1. What are you trying to accomplish with your quality solution?
2. What are the costs of not accomplishing those goals? For your business? For your customers?
3. What are your next steps?



STEP 1

Scale with AI Build a foundation for accurate and reliable automation.

Start here if your teams face:

- Similar, recurring fire drills around repetitive issues
- Burnout, turnover, or lack of advancement due to manual processes in place
- Data gaps or data that is not providing enough details or context
- Manual QA that equates to less than 10 conversations per agent reviewed each month

Rule-based Classifiers for complex search based on keywords and phrases

- Implement standardized, out-of-the-box AI-driven rubrics for agent performance
- Scale call auditing
- Monitor call guide adherence

STEP 2

Customize Your Automation Unlock competitive insights specific to your business objectives.

You're ready to take the next step if your teams face:

- Specific questions and insights you are seeking
- A need to provide more personalized agent feedback

Custom rubric criteria to hone rule-based classifiers

- Develop and activate custom-built rubrics with business-specific criteria
- Build custom reports
- Continue scaling efforts with focused, specific insights

STEP 3

Empower with Rapid Insights Leverage AI tools to gain context from conversations in your call center.

Start here if your teams face:

- Need for complex analysis and trending insights across all calls
- Seeking more personalized feedback and coaching for call center agents
- Unknown variables leading to increased volume, repeat callers, low resolution rates, etc.




Implement LLM and custom AI models specifically built for healthcare

- Leverage custom criteria to drive more nuanced, context-rich insights from AI models
- More comprehensive insights with large language models (LLMs) and custom AI models to generate information, answer questions, and search existing databases
- Reference and retrieve answers from internal documentation



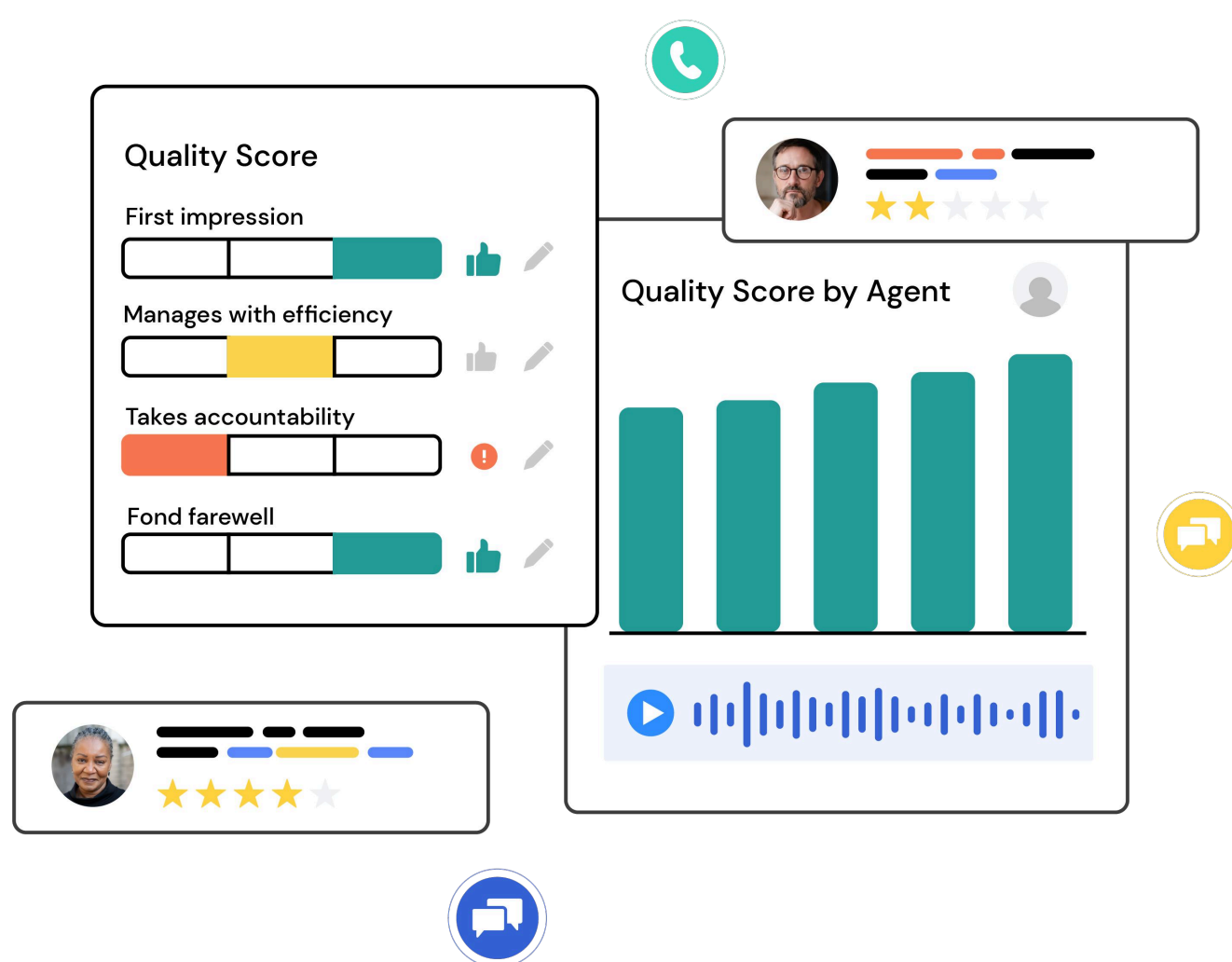
Let's Get Started.

To build a reliable intelligence ecosystem, you first need to trust the data being shared is accurate and comprehensive. Manual operations are a common barrier that limits quality-backed insights.

-  **Does your tech stack limit the number of calls you can QA?**
Scale your quality assurance to analyze 100% of your agents' calls.
-  **Are manual processes impacting agent performance?**
Leverage automated workflows and AI-generated evaluations and summaries to accelerate feedback cycles.
-  **Do your agents have the resources they need to improve efficiency?**
Empower agents with quick access to critical information like previous call history details, internal guides, and automated triggers to improve efficiency and FCR rates.

Remember: Purpose-built solutions drive impact.

That's why the right solution matters. The important thing is you need to be READY for that right solution. And that starts by asking the right questions to best align a solution with your goals and objectives.



4 Recommended Questions to Ask an AI Vendor (like Authenticx)

- 1 Can the solution evaluate agent performance and call quality?**
(And if yes, is this offered as automated, AI completed QA?)

It's important to understand how the solution works and tools (like AI) are in place to aggregate and scale performance and quality.

- 2 How does the solution assist and address agent coaching?**
Be sure to also inquire about reporting capabilities by team, call line, and call center performance.

The goal is to empower managers with the ability to leverage as much evidence and data as possible, as efficiently as possible, so their coaching is detailed and relevant.

- 3 Does the solution focus on agent performance exclusively?**

Identifying and accounting for the entire conversation not only helps your organization improve on those potential gaps, but understand the full context of agent performance.

- 4 Is the solution built to uncover unknown issues or opportunities?**
(such as proactively identify trends and topics increasing call volume, service costs, etc.)

Models purpose-built for healthcare provide healthcare-specific knowledge that drives faster, relevant results.

Maximize operational excellence for your call center.

Authenticx offers specialized AI tooling for objective and context-rich performance reporting.

Ready to learn more? Visit [Authenticx.com](https://www.authenticx.com)



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