

AUTOQA & QUALITY MANAGEMENT PLATFORM

# AI-Driven Quality Intelligence, Automation & Continuous Improvement.

How AmplifAI replaces sampling with full visibility, manual scoring with AI-driven evaluation, and static reporting with continuous quality intelligence – turning QA from a reactive function into a core driver of performance and customer experience.

**DOCUMENT**

Solution Guide  
14 pages

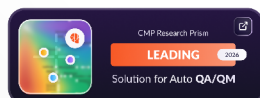
**AUDIENCE**

Quality, Operations & CX leaders  
Director through C-suite

**ISSUED**

2026  
Refreshed annually

**RECOGNITION**



**SECURITY & COMPLIANCE**



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A walkthrough of how AmplifAI evaluates 100% of interactions, turns quality data into structured insight, and connects every finding to the action that closes the loop.

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# From sampling to continuous quality intelligence.

Quality assurance built on manual evaluation and partial samples can no longer keep pace with the volume, channel mix, and complexity of modern customer journeys.

Quality management has long served as the foundation for ensuring consistency, compliance, and customer experience standards within contact centers. Yet as interaction volumes have grown and customer journeys have become more complex, traditional approaches have struggled to keep pace. **Manual evaluations, limited sampling, and inconsistent scoring** create an incomplete and often misleading view of performance — leaving organizations to make decisions based on partial data.

**AmplifAI's AutoQA & Quality Management Platform introduces a new model** — one that replaces sampling with full visibility, manual scoring with AI-driven evaluation, and static reporting with continuous intelligence.

By automating the evaluation of **100% of interactions** and connecting quality insights directly to action, AmplifAI transforms quality management from a reactive function into a core driver of performance and customer experience improvement.

## KEY TAKEAWAYS

- Traditional QA programs provide **limited visibility** due to sampling and manual constraints.
- **Consistency across evaluators** is difficult to maintain at scale.
- AI enables **accurate, repeatable evaluation** across 100% of interactions.
- Quality data becomes **exponentially more valuable** when connected to root cause and action.
- AmplifAI elevates QA from scoring to a **continuous intelligence and improvement system**.



# Partial visibility in a full-scale operation.

Quality assurance programs were not designed for today's environment. As contact centers expanded across channels and geographies, QA processes remained largely manual and sample-based – and the gaps compound.

Analysts review a subset of interactions, apply scorecards, and attempt to represent overall performance. While this approach provides some level of oversight, **it leaves significant gaps**. Critical issues may go undetected. Emerging trends can take weeks to surface. And the data collected often lacks the consistency required to drive confident decision-making.

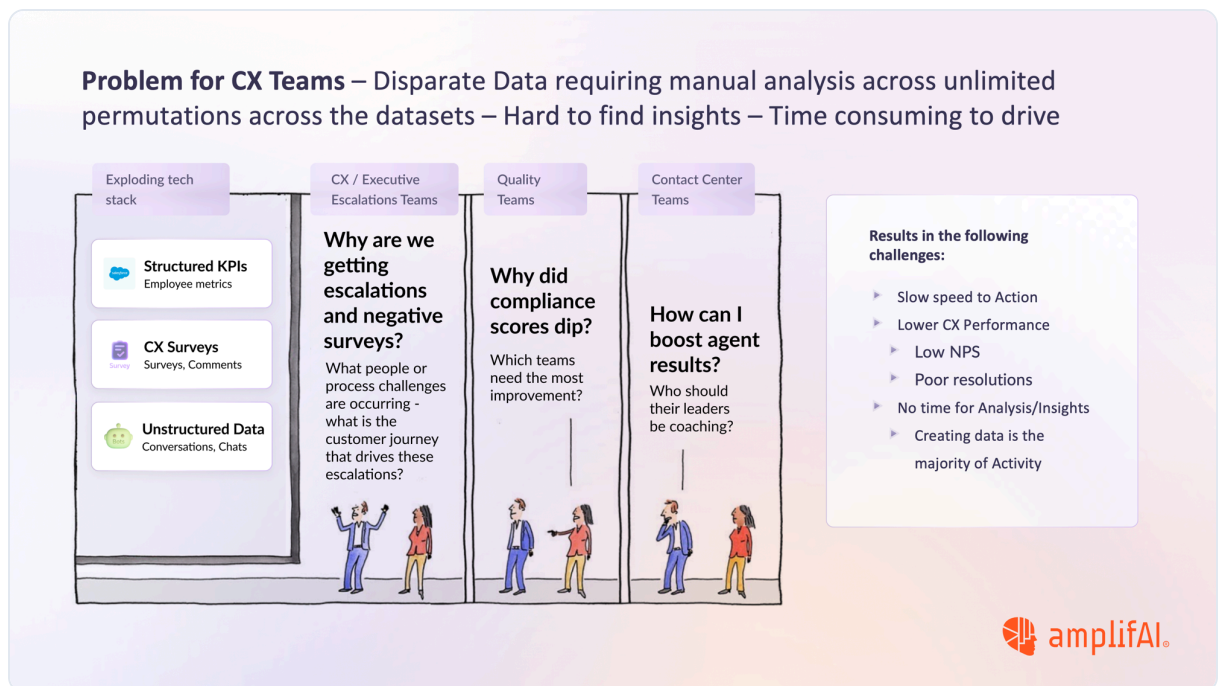


FIGURE 01 · MANUAL, SAMPLE-BASED QA LEAVES THE OPERATION WORKING FROM A PARTIAL – AND OFTEN MISLEADING – VIEW OF QUALITY.



## Calibration alone can't fix evaluator variability at scale.

Calibration efforts attempt to address inconsistency between reviewers, but variability persists — and as organizations scale across teams, geographies, and BPO partners, that variability compounds.

Even well-run QA programs depend on the judgement of human evaluators applying scorecards across thousands of interactions. **The same conversation, scored by two analysts, can produce two different results.** Calibration sessions narrow the gap, but the underlying subjectivity never disappears.

As organizations scale, this inconsistency compounds. Performance benchmarks become unreliable. Standards become difficult to enforce across sites and partners. And the gap between **what is happening in customer interactions** and **what the organization is able to measure** widens — exactly when the operation needs a tighter, more reliable signal.

### THREE STRUCTURAL LIMITS OF TRADITIONAL QA

- **Sampling.** A small fraction of interactions is reviewed; the rest are unmeasured and unmanaged.
- **Subjectivity.** Scorecard interpretation drifts between evaluators, teams, and partners — even after calibration.
- **Latency.** Trends, compliance risks, and behavioral patterns surface weeks after they first appeared in interactions.



# Quality as an intelligence system.

AmplifAI shifts quality from an activity to a system. Every interaction becomes a data point, every data point contributes to insight, and every insight is connected to the action that closes the loop.

AmplifAI redefines quality management by shifting from **evaluation as an activity** to **evaluation as a system**. At the center of this system is automation powered by AI. Instead of relying on manual review, AmplifAI processes interaction data at scale — analyzing transcripts, conversations, and metadata to evaluate quality across **every interaction**.

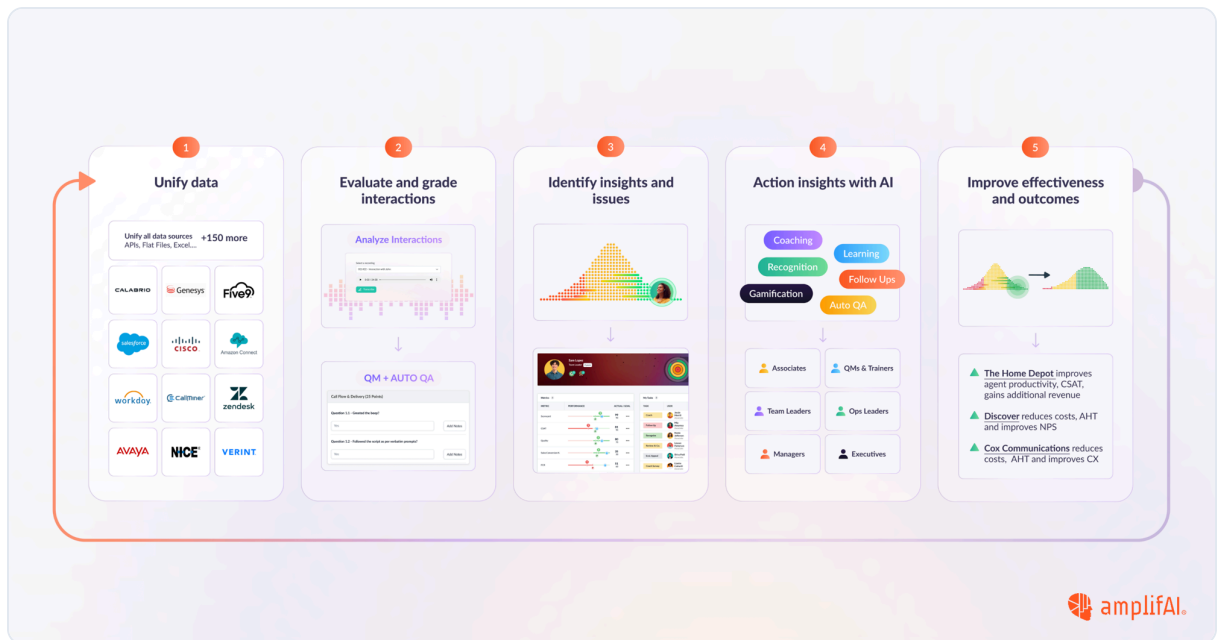


FIGURE 02 · QUALITY, RUN AS A CONTINUOUS LOOP – FROM RAW INTERACTION DATA TO MEASURABLE IMPROVEMENT.

What emerges is a continuously updated view of quality that **reflects reality, not approximation**. Quality is no longer inferred from a sample — it is directly measured across the entire operation, with every interaction feeding the next cycle of insight and action.

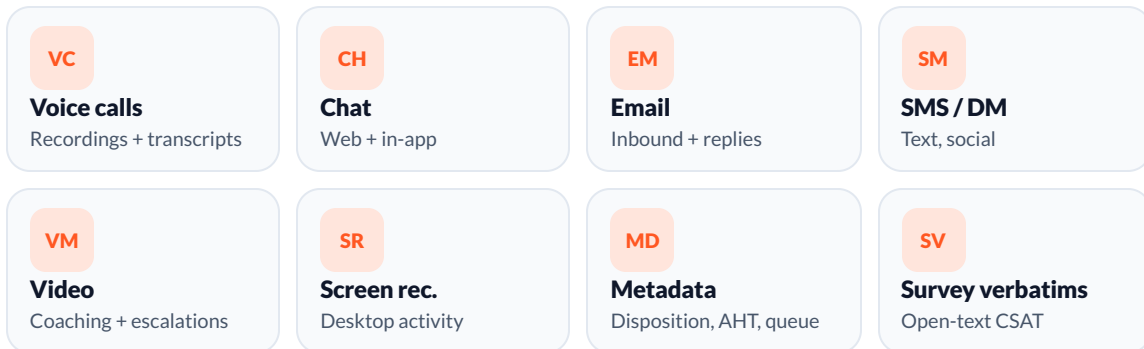


# How evaluation happens at scale.

AutoQA translates the quality framework you already use into AI-driven evaluation logic that runs consistently across every interaction — and stays calibrated against human judgement over time.

## ● INTERACTION SIGNAL

Every channel, every conversation



## ● QUALITY FRAMEWORK

Your scorecards, translated into logic



AUTOQA EVALUATION ENGINE
100% COVERAGE · GRANULAR SCORING

FIGURE 03 · EACH QUALITY FORM IS MAPPED INTO STRUCTURED CRITERIA, CONVERTED INTO AI-DRIVEN PROMPTS, AND APPLIED ACROSS EVERY INTERACTION. INDIVIDUAL RESPONSES COMBINE INTO A COMPLETE EVALUATION — THE SAME STRUCTURE AS TRADITIONAL QA, EXECUTED AT SCALE.



## Same logic, every interaction. Standardized — and still yours.

Every interaction is evaluated using the same logic, free from the subjectivity that affects manual scoring. Standardization doesn't come at the expense of flexibility — your framework is still in your hands.

One of the defining characteristics of AutoQA is consistency. Every interaction is evaluated using the same logic, free from the subjectivity and variability that often affect manual scoring. **This consistency moves organizations beyond directional insights and toward precise measurement.**

Performance can be compared confidently across teams, locations, and partners — without the uncertainty introduced by evaluator differences. A score from one site means the same thing as a score from another.

At the same time, this standardization does not come at the expense of flexibility. **Evaluation frameworks remain fully customizable**, ensuring that organizations maintain control over how quality is defined and measured. AutoQA encodes your framework — it does not replace it.

### A BUILT-IN CALIBRATION LOOP

- Automated scores are **continuously compared** against human evaluations.
- **Variance analysis** highlights criteria, behaviors, or LOBs where the model and reviewers disagree.
- The system **aligns over time** — building trust in automated scoring while keeping humans in the loop where it matters.

The result: a quality program that is **consistent enough to compare across the operation**, configurable enough to reflect each line of business, and trusted enough to act on.



# Diagnosing performance, not just scoring interactions.

Evaluating an interaction is only the first step. The real value of quality data lies in what it reveals about the system that produced it.

Once interactions are evaluated, AmplifAI transforms those outputs into structured insights by identifying patterns across the population. It highlights **recurring behaviors, common failure points, and process breakdowns** that contribute to quality issues.

This shifts the question quality leaders are able to answer. Instead of asking **whether** quality is meeting targets, organizations can begin to understand **why** it is not — and what specifically needs to change.

It enables quality teams to move from **scoring interactions** to **diagnosing performance at a systemic level** — surfacing the behaviors, scripts, knowledge gaps, or process steps that are most often associated with low scores, compliance risk, or poor customer outcomes.

## FROM SCORES TO SYSTEMIC DIAGNOSIS

- **Recurring behaviors** — the small set of agent actions most consistently linked to high or low scores.
- **Common failure points** — where the same conversation type breaks down, across teams.
- **Process breakdowns** — workflow, knowledge, or system gaps that show up in the language of the interaction.
- **Compliance risk patterns** — emerging exposure surfaced before it becomes an audit finding.



# Stop reading. Click around.

A 4-minute walkthrough of AutoQA — every interaction across a real customer journey, evaluated, summarized, and connected to action.

The screenshot shows the amplifAI dashboard with a search bar containing 'supervisor OR manager OR esca'. Below the search bar, it indicates '7 results found (14.0% of 50 transcripts)' and an 'Export CSV' button. A transcript snippet is visible, showing an agent named Emily Rodriguez with a duration of 7:00 and a neutral sentiment. The transcript includes a driver 'Escalation' on 'Jan 13, 2026' and a call ID '3300000-047'. A tooltip titled 'Find Any Moment. Across Every Conversation.' explains the search capabilities, including Boolean search, proximity matching, and contextual expansion. A 'Next Step' button is also visible in the tooltip.

INTERACTIVE WALKTHROUGH • ~4 MIN

## WHAT YOU'LL SEE

- **The customer journey, end to end** — every interaction across channels, evaluated automatically.
- **AutoQA scorecards in context** — granular, criterion-level scoring on real conversations.
- **Insights to action** — patterns, compliance risks, and coaching triggers surfaced from quality data.

[TRY THE DEMO →](#)

[OR BOOK A MEETING](#)



# Findings only matter when they change something.

Quality insights are most impactful when they lead to change. AmplifAI ensures this by connecting evaluation results directly to the action that closes the loop.

When patterns are identified – whether **behavioral gaps, compliance risks, or process inefficiencies** – they can trigger targeted responses. These may include coaching interventions for specific behaviors, workflow adjustments where the operation breaks down repeatedly, or policy changes where the same risk is showing up across teams.

By integrating with AmplifAI's **Performance Enablement** capabilities, the platform ensures that quality findings translate into measurable improvements at the individual and organizational level. Coaching is no longer based on intuition – it is grounded in the specific behaviors and criteria where quality data shows the most opportunity.

This creates a continuous loop in which **evaluation informs action, and action drives improvement** – and the next cycle of evaluation measures whether it worked.

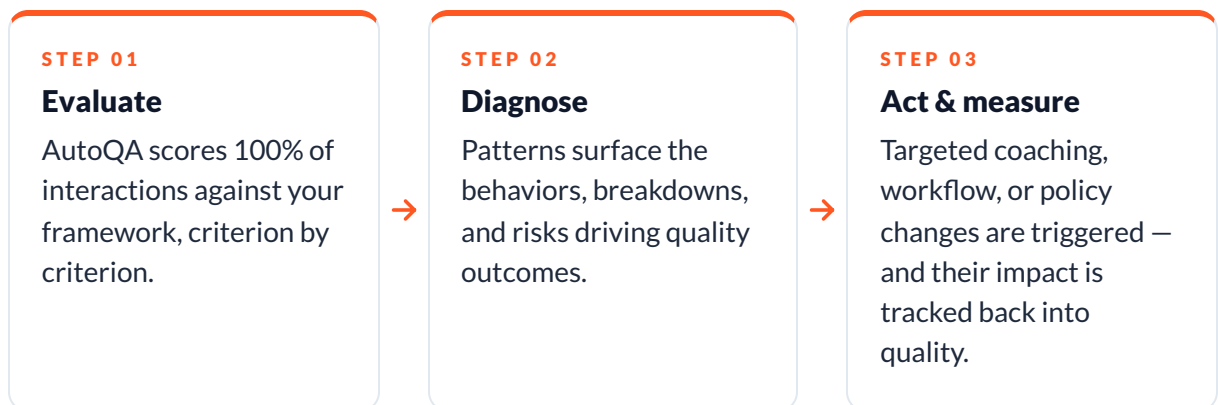


FIGURE 04 · QUALITY FINDINGS FLOW INTO PERFORMANCE ENABLEMENT, WHERE EACH ACTION IS TRACKED BACK TO THE QUALITY CRITERIA IT WAS MEANT TO MOVE.



## Part of a broader system.

AutoQA delivers significant value on its own. It delivers more when it is connected to the broader performance ecosystem — feeding CX Analytics and grounding Performance Enablement in objective, interaction-level data.

Quality data feeds into **CX Analytics**, providing deeper visibility into how customer sentiment and outcomes align with interaction quality. At the same time, it informs **Performance Enablement**, ensuring that coaching and development efforts are grounded in objective, interaction-level data.

This interconnected approach ensures that **quality is not treated as a standalone function**, but as a foundational input into understanding and improving the entire customer experience.



### 01 AutoQA & Quality Management

Where this guide lives. Every interaction evaluated, calibrated, and connected to the next action.

### 02 Customer Analytics & Insights

Intent, sentiment, and outcomes that ground quality findings in CX reality.

### 03 Performance & Coaching

Quality findings turned into targeted coaching, follow-up, and recognition for each leader.

### 04 AI Agent Performance

AI agents evaluated on the same quality framework as people — one system across both.

### 05 Gamification & recognition

High-quality behaviors made visible, celebrated, and reinforced at scale.

FIGURE 05 · AUTOQA & QUALITY MANAGEMENT IS ONE OF FIVE CAPABILITIES IN THE AMPLIFAI PLATFORM — ALL GROUNDED IN THE SAME UNIFIED DATA LAYER.



# Efficiency, confidence, and the ability to act at scale.

Adopting this model produces results across three dimensions: the QA team's time, leadership's confidence in the data, and the organization's ability to translate quality into measurable improvement.

As organizations adopt this model, the impact becomes clear. **Quality teams gain efficiency** by reducing manual effort, allowing them to focus on analysis and improvement rather than hand-scoring a small sample of interactions. **Leaders gain confidence** in their data, supported by consistent and comprehensive evaluation that holds up across teams, sites, and partners.

Most importantly, organizations gain **the ability to act on quality insights at scale** — improving both operational performance and customer experience in a measurable way.

## Redefining quality management.

AmplifAI represents a shift from quality assurance as a periodic review process to quality management as a **continuous intelligence capability**. In this model, every interaction is evaluated, every insight is connected to action, and every improvement is measurable.

**"This is not an incremental improvement over traditional QA. It is a fundamentally different way of understanding and managing quality."**

AMPLIFAI · AUTOQA & QUALITY MANAGEMENT

The result is a contact center that does not just **ensure** quality — it **continuously improves** it, on a foundation that scales with the operation rather than against it.



# Ready to evaluate every interaction?

Two ways in — one walks you through real-world use cases on your own time, the other puts the team in the room with you. Both lead to the same place: a quality program that runs continuously, scales with the operation, and connects every finding to the action that closes the loop.

## TRY IT ON YOUR OWN

- 4-minute interactive walkthrough through AutoQA across a real customer journey.
- See criterion-level scoring, calibration, and connected action — no form, no scheduling.
- Use it before your next quality calibration session.

## TALK TO THE TEAM

- 30-minute working session with the AmplifAI Quality Management team.
- Bring one of your scorecards; we'll show how it maps into AutoQA logic.
- Walk away with a concrete first-90-days plan — pilot scope, calibration approach, and success measures.

## NEXT STEPS

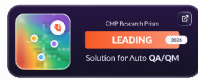
**Walk through AutoQA use cases, or talk to the team.**

Email [sales@amplifai.com](mailto:sales@amplifai.com) · visit [amplifai.com](https://amplifai.com)

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## RECOGNITION



## SECURITY & COMPLIANCE

