

CMP

CUSTOMER
MANAGEMENT
PRACTICE

RESEARCH

CMP RESEARCH PRISM

FOR AUTOMATED

QA/QM

EXECUTIVE SUMMARY

CMP Research evaluated 17 solution providers that offer Automated QA/QM tools for customer contact, CX and sales functions. The 17 providers are segmented into five categories: pioneering, leading, core performing, up & coming, and emerging using analyst analysis, user feedback and marketplace data across ten investment criteria.

This report shows how each provider compares to each other and to the market. It can be used to inform investment decisions.



INTRODUCTION

How to best approach automated quality assurance and quality management is a key question for customer contact and CX executives right now. 19% of customer contact and CX executives say that workforce optimization and management tools, including automated QA/QM, are a top technology investment for them in the next two years.

Automating more processes and contacts overall is the topmost urgent priority for customer contact and CX executives in the next two years. Upgrading quality assurance specifically was cited as a “middle urgency” priority in the CMP Research’s 2025-2026 Executive Priorities analysis published in Q1 of this year. Executives said upgrading quality assurance is more important than it is difficult. But even still, qualitative conversations with many customer contact and CX leaders show that many believe, fundamentally, QA/QM processes are lacking and struggling to keep up with increasing complexity of average contact load for front-line agents.

Automated QA/QM is a key priority for three reasons:

- In the short-term, current approaches to quality assurance are falling short. Executives frequently and increasingly say that their quality checklists do not align with contacts that receive high CSAT or NPS scores. Contacts that score well on Quality do not necessarily correspond to contacts that provide a positive customer experience – and vice versa. Executives say Quality parameters are misaligned from true drivers of customer experience. As a result, they seek AI-driven QA/QM tools that can help them discover behaviors that drive quality, in addition to accurately listening for behaviors that the enterprise pre-sets. These correlations are still emerging in AI tools but some of the providers in this analysis are starting to progress with using AI to identify specific drivers of CSAT and NPS and suggest them as Quality KPIs.
- In the medium-term, cost pressure on customer contact and CX functions means they need to do more with the status quo of resourcing. Most customer contact functions are under more cost pressure this year versus last year. Reducing costs is also the fifth most urgent priority for CX and customer contact executives in the next two years, and hiring has slowed massively. This has implications for dedicated QA teams. Customer contact and CX executives are looking to augment their QA teams with better tools rather than hire new staff into these teams. Automated QA/QM tools should allow an existing team to work on higher-value activities and make them more efficient and accurate.
- Long-term, executives are looking for an automated QA/QM tool that can QA automated channels in addition to live contacts. CMP Research shows that more contacts will become automated and more customers will flow through fully self-service/digital channels, including generative and agentic AI tools like voicebots or chatbots. When evaluating an automated QA/QM tool in today’s marketplace, prospective buyers are

INTRODUCTION CONTINUED

looking for the capability for an AI bot to be auto-quality monitored. And with regards to the live agent experience, prospective buyers of automated QA/QM tools are most interested in solutions that provide not just reporting to quality teams and supervisors, but also clear and helpful coaching guidance to agents themselves.

With all this in mind, key analyst observations from this marketplace assessment are:

- Ensuring model accuracy with human-in-the-loop functionality is critical. Human-in-the-loop functionality entails manual intervention and feedback from QA professionals and/or managers to the model, including correcting the model where it makes mistakes or adjusting prompts. This could look like identifying broken reasoning or invalidating a conclusion the model made.
- Automated QA/QM tools might reduce human resourcing for QA teams, but it will not replace them. Instead, these tools make QA teams more efficient and proactive, and they make managers better coaches, shifting the focus from strictly scoring to career and skill development for the front-line.
- Automated QA/QM tools are, for the most part, converging on data security and quality of AI models used. This is partly due to the prevalence of universally used open-source large language models. Many providers use both open and closed, proprietary models to build their solutions. This is another reason human-in-the-loop capability is critical to differentiating tools, ensuring accuracy, and improving prompts.
- Given the convergence on AI models and data security, automated QA/QM solution providers are differentiating themselves instead on things like flexibility, UX and reporting capability (see “Investment Criteria definitions” under “Methodology”).
- Traditional QA/QM scores are not correlating to CSAT across many enterprises due to “bloated” scorecards. Many organizations neglect updating their scorecards with true drivers of CX or replacing KPIs. This inflates scorecards as new criteria are continually added.
- As a result, both solution providers and enterprise clients are moving away from fixed scorecards and toward proprietary and fit-for-purpose metrics that passively assess agent behaviors’ correlation with CSAT/NPs. The best automated QA/QM tools understand which specific behaviors and criteria have the greatest impact on the customer experience, automate the evaluation of those drivers, and refresh these analyses continuously.
- Real-time QA/QM, which often embeds with real-time agent assist, is of increasing interest to the prospect enterprise buyer. This enables agents to see sentiment in real-time as well as other speech metrics like silence time, customer frustration and confusion, and adjust their behaviors accordingly. This helps set live agents up for success faster.

INTRODUCTION CONTINUED

CMP Research conducted this evaluation of Automated QA/QMs capabilities in the marketplace to help executives better understand and evaluate solution providers

Reviewing marketplace data showed that the recent and prospective buyers are most confident in the security of Automated QA/QM tools. The market is least confident in pricing. Users were most satisfied with the UX of Automated QA/QM tools. Users were least satisfied with pricing of Automated QA/QM tools.

METHODOLOGY

The *CMP Research Prism for Automated QA/QM* is an evaluation of participating and qualifying solution providers. The Prism is not exhaustive nor representative of every provider in the industry.

For purposes of this Prism, Automated QA/QM are defined as: tools that utilize Natural Language Processing and AI to automate the quality assurance of every interaction between customer service agents (employees) and customers on all channels. These tools help identify potential issues, improve agent performance, and ensure consistency in service delivery. These tools include automated scorecards and coaching tips for individual agents but also focus on the broader management of customer service quality across an entire team, department, or organization.

Solution providers not shown in Figure 1 either did not qualify because their product did not meet our definition (see above) and/or they did not elect to participate. Participation requires a completed live demo and RFI.

Each provider was evaluated only on their Automated QA/QM. These products/suites were evaluated in isolation from providers' other offerings.

SOLUTION PROVIDERS EVALUATED FOR AUTOMATED QA/QM

(Alphabetical order)

AMPLIFAI

BALTO

CALLFINDER

CREOVAI

CRESTA

DIABOLOCOM

EVALUAGENT

JABRA

LEVELAI

LORIS

MIAREC

OBSERVEAI

PROSODICA

QEVAL BY ETECH

REPLICANT

XDROID

ZENARATE

METHODOLOGY CONTINUED

SOLUTION PROVIDERS ARE EVALUATED ON TEN INVESTMENT CRITERIA, DEFINED IN CONTEXT OF AUTOMATED QA/QMS:

- 1 Pricing:** flexibility in pricing models; scope of customers the provider is willing to work with; pricing satisfaction
- 2 Customization & Flexibility:** types of channels QA/QM supports; degree and ease of customization in QA/QM scorecards
- 3 Integration:** integration capability differentiating between custom and out-of-box integrations across key CRMs/ERPs/CCaaS/Ticketing Systems; integrations with home-grown systems
- 4 Security:** compliance with security standards and regulations; data governance and privacy; PII protections for employees
- 5 User Experience:** look, feel and intuitiveness of interface; leaders' ease of use of the tool for performance management and coaching; employees' ease of use of the tool for self-development; QA/QM team's ease of use of tool
- 6 Reporting:** clarity and customization of reporting; metrics supported and suggested; correlations/analysis against QA/QM drivers vs outcome metrics like CSAT, NPS, CES
- 7 Customer Support:** customer success and support resources available to clients specifically for QA/QM assistance
- 8 Innovation & Future Strategy:** innovation in QA/QM current offering; clarity and quality of future roadmap for QA/QM
- 9 Accuracy of AI Model:** open v. closed models; confidence levels; model training time and resources/data required
- 10 Implementation:** ramp time; training time for staff; ease of back-end programming

Each participating vendor submitted a request for information (RFI) including information about their organization and specific to their solution. Each participating vendor demoed its solution for CMP Research analysts. The RFI and demos informed analyst analysis.

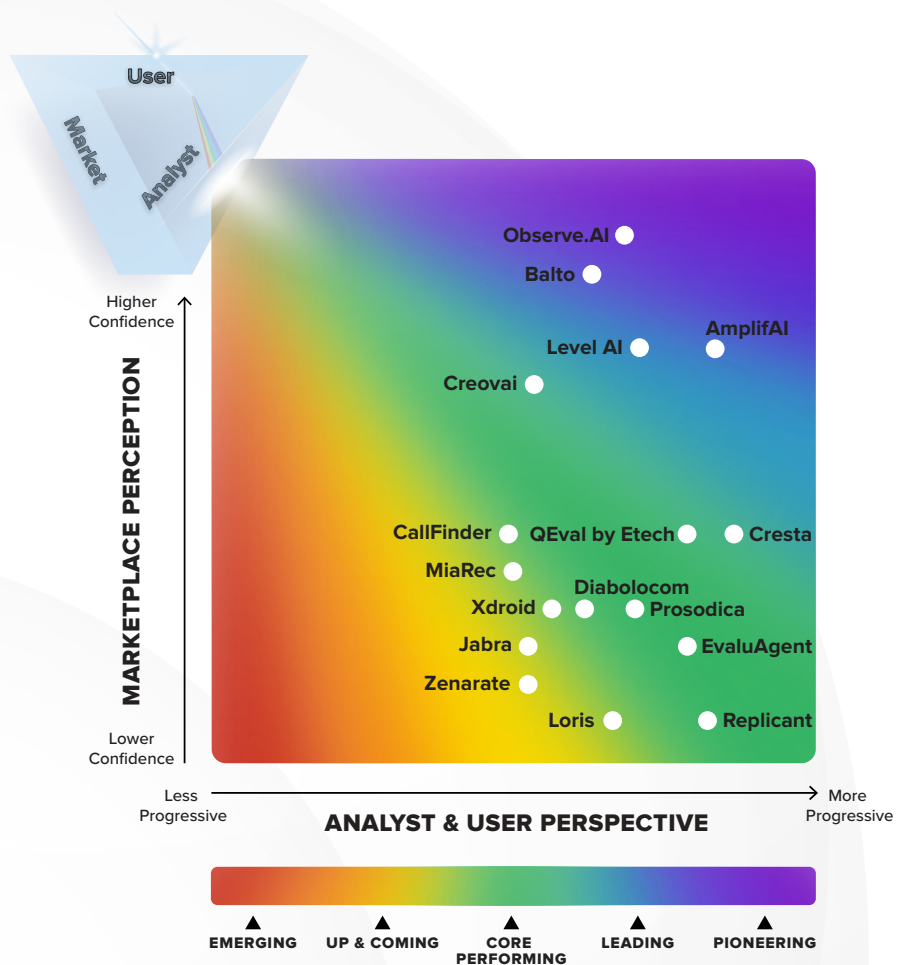
CMP Research collected both customer referrals and independent user data for the evaluated vendors.

User and analyst data informs the evaluation of providers' overall progressiveness in capability (see Figure 1, x-axis). Investment criteria are weighted equally for purposes of the evaluation in Figure 1.

METHODOLOGY CONTINUED

CMP Research collected marketplace data on 42 solution providers for Automated QA/QM. Data was collected from customer contact and CX leaders currently or recently in the market for Automated QA/QM solutions. Marketplace respondents indicated their awareness of providers and perception of the Automated QA/QM tool on a scale from very negative to very positive. The 17 participating providers' marketplace data was evaluated against a broader market sample of 42 providers to indicate higher versus lower market confidence levels, which is the index of marketplace awareness and perception of the providers' automated QA/QM solutions. (Figure 1, y-axis).

FIGURE 1: CMP Research Prism for Automated QA/QM



Source: CMP Research analysis

SOLUTION PROVIDER PROFILES

(Alphabetical order within category)

LEADING

AMPLIFAI

HQ: Plano, TX

Private

Size: 125 employees

Can it be purchased independent of a customer contact platform/ CCaaS?

No, it is purchased as an addition to AmplifAI's customer contact platform.

AmplifAI is an AI-enabled performance and CX management platform built for contact centers. AmplifAI brings together all structured and unstructured data sources—voice, chat, email, social, chatbots, IVR/IVA, CRM, QA, WFM, conversational intelligence, and internal systems—into a single view of performance.

The Quality Management suite combines traditional evaluation tools with advanced AI automation to deliver a modern, scalable QA solution. Core functionality includes complex form management, streamlined evaluation workflows, and real-time quality insights. AutoQA leverages large language models (LLMs) to analyze 100% of customer interactions — eliminating the limitations of manual QA sampling. To ensure accuracy and trust, teams can run calibration sessions to align scoring across human evaluators and track consistency between human and AI evaluations.

AmplifAI's Quality solution is directly connected to actionable performance management, turning evaluation insights into improvement actions. The platform identifies personalized coaching opportunities based on each individual's performance and behavior patterns. It then delivers AI-suggested coaching actions directly to frontline leaders. Coaching impact is measured using their proprietary Coaching Effectiveness Index (CEI), which links specific actions to KPI movement - enabling leaders to know what coaching is driving real improvement and why.

The core performance management solution delivers intuitive, role-specific insights for every level of the contact center—from QA analysts and agents to supervisors, managers, and senior leaders. All users get personalized dashboards with visibility into performance metrics, benchmarks, and trends in real time. AmplifAI goes beyond visibility – empowering leaders to act proactively. Supervisors can identify top and bottom performers, automate coaching and recognition, and track progress over time. Executives can oversee goal attainment, team trends, and site-level comparisons to drive operational excellence at scale.

Integration Index

ERPs/CRMs/Case Mgmt.	Out-of-Box Integration	Custom Integration
Amazon Connect	▲	
Freshdesk	▲	
Hubspot	▲	

CONTINUED ►

LEADING

AMPLIFAI

Oracle	▲	
Salesforce	▲	
SAP	▲	
ServiceNow	▲	
Sprinklr	▲	
Talkdesk	▲	
Zendesk	▲	

CCaaS	Out-of-Box Integration	Custom Integration
Alvaria	▲	
Avaya	▲	
Cisco	▲	
Dialpad	▲	
Five9	▲	
Freshdesk	▲	
Genesys	▲	
Hubspot	▲	
Nice	▲	

CONTINUED ►

LEADING

AMPLIFAI

ServiceNow	▲	
Sprinklr	▲	
Talkdesk	▲	
Twilio	▲	
Verint	▲	
Zendesk	▲	