

Product Datasheet | Auto QA

In this era of modern customer service, ensuring top-tier Support quality has become an industry wide goal. To achieve this, manual QA processes were deployed to assess support quality. However, based on data from Gartner, an overwhelming **88% of service leaders** voiced that their existing Quality Assurance (QA) processes are ineffective, failing to result in tangible outcomes. Support quality still often falls short of improving customer experiences.

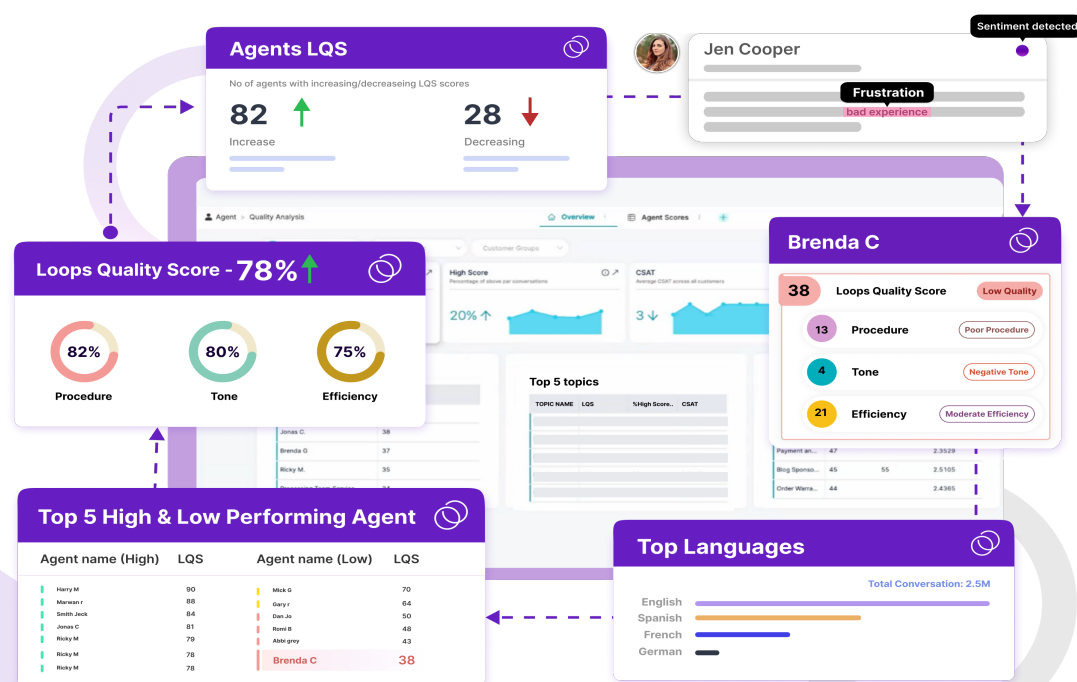
This time-intensive process of manual reviews resembles searching for a needle in a haystack. And it's plagued with inefficiencies. As conversations and the team increase and scale, today's QA can't quite accurately uncover critical issues hidden within the vast volume of interactions. To excel in today's complex customer service landscape, companies must modernize their evaluation of agents and interactions, adequately balancing smarter quality assurance initiatives against resource, budget and headcount constraints. Here is the more optimal way.

Faster analysis. 100% coverage. Transparency and coaching your agents will appreciate.

TheLoops Auto Quality Assurance (Auto QA) is an AI-driven solution that streamlines and enhances the QA process for your team. It monitors 100% of customer conversations like a copilot and computes quality signals to improve team performance and support processes. Quality scores are generated and tallied across agents, teams, products, customers. Through conversation reviews, evaluate agent and bot responses against your quality standards. Monitoring and scoring customer interactions lets you identify and improve support deficiencies in real time.

TheLoops Auto-QA offers a flexible, automated, and predictive system with a user-friendly manager interface. It navigates language barriers by supporting **27 different languages**, providing proactive insights for issue prevention, and fostering constant enhancement through a learning feedback loop.

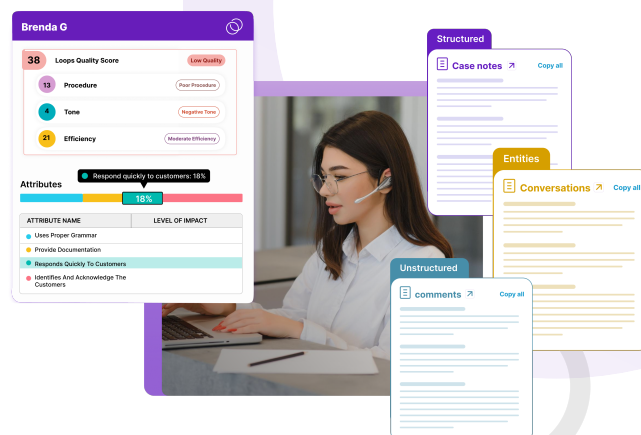
With its robust reporting and customization, it's the go-to, all-in-one platform for exceptional customer service delivery.



Note: LQS = Loops Quality Score

Measure - Automatically score and analyze 100% of your conversations and agents in real-time

- **100% instant visibility** on how support interactions are handled by agents and bots.
- TheLoops provides **40 OOTB rubrics** to choose from helping managers get unbiased quantitative and qualitative scores.
- Interactions are scored for adherence, tone, and efficiency, creating the Loops Quality Score.
- Use AI-powered smart filters and insights to highlight must-review interactions for analysis.

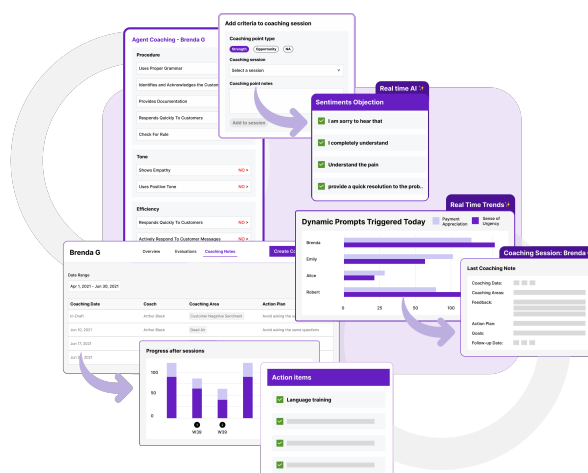


Analyze -Get deeper insights to help improve your agent performance

- **Extract 35+ sentiment signals** from customer interactions highlighting the impact of agent responses.
- Auto-score customer interactions against your organization's existing scorecards, with no integration effort.
- Auto-triage negative QA for further review.
- Understand root-cause analysis on support interactions that drive low CSAT.
- Easily tailor your workflows, scorecards, and assignments based on what's important to your customer experience.

Coach -Support Your Support Team: Coaching Made Clear, and Cost Effective

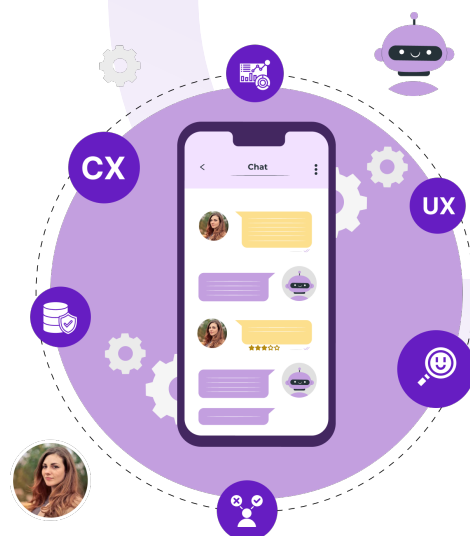
- Automation and alerts integrate with everyday workflows to notify Managers when agent scores drop below 80 LQS, prompting a coaching session notification.
- Auto QA then provides data-driven insights across agents, teams, locations and product, providing targeted analysis for coaching and skill enhancement.
- The feedback loop can be supplemented by manual QA checks, further ensuring ongoing accuracy.
- Agents can also track their performance, discuss and dispute scores, and follow their action plan post coaching making upskilling more transparent and collaborative.



QA Of All Kinds: Ensure Your Bot Responses Satisfy Your Customers, Too

As bots become more human-like thanks to GenAI, TheLoops Auto QA extends its quality assurance umbrella to bot-driven conversations, ensuring impeccable quality in this evolving landscape.

- Continuously monitor bot communications to ensure AI-generated responses meet predefined quality standards and compliance requirements.
- Maintain a uniform tone and quality of service by applying the same quality checks to bots.
- Fine-tune bot behaviors based on real-time feedback.



Mission Control Center for QA Managers

Streamlined Reviews

Automate routine QA tasks to focus on high-impact agent coaching and development, enhancing overall team performance

Informed Decisions

Use AI to identify key performance and customer trends from interactions, creating a valuable feedback loop for continuous improvement

Personalized Feedback

Enable precise, personalized agent feedback to foster a culture of fairness and targeted development

Focused Analysis

Concentrate on the most significant conversations with AI-assisted selection, **optimizing QA time** for impactful customer interactions

Mission Control Center for CX Leaders

Increase Customer Satisfaction

Delivering consistent service quality as the primary driver for customer satisfaction, ensuring positive experiences across all touch points

Operational Excellence

Leverage QA insights to streamline operations, optimize service delivery, and improve key performance indicators like average **handle time** and **resolution rates**

Revenue Protection and Growth

Using QA strategies to not only retain customers but also to enhance their lifetime value by providing outstanding service that differentiates the brand

Convenience of Extensible Platform

Say goodbye to multiple point solutions for agent efficiency, QA and AI Agent Copilot. TheLoops platform provides these all within **one solution**.

“TheLoops is the ONLY CX tool I cannot live without.”

Mid-Market Fintech Support Leader